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***Journey to Your Promised Land to work with
Cocoa Cure Events to create a series of fundraising
events branded as Cocoa Couture to promote its programs.***

Washington, D.C.— Journey to Your Promised Land, Inc. (JTYPL) announced today it is joining forces with Cocoa Cure Events to create a series of fundraising events branded as Cocoa Couture to benefit JTYPL's domestic and international programs. Both organizations are committed to supporting women and youth on their journey's to reach their full potential.

Our launch event will take place on June 30, 2018 at the Marriott Hotel Linthicum, MD. This will be the first of several fundraising events hosted by both organizations. Join us as we celebrate the union of two organizations dedicated to educating, empowering, and equipping women.

“At JTYPL, our top priority and goal is the improvement of the community in which we reside. Years of experience have taught us that all it takes is one small change to make a big impact.” said Kim Webster, President & CEO, Journey to Your Promised Land, Inc. **“This partnership will provide us with the resources we need to continue to invest in women and communities they live in.”**

JTYPL's mission is to provide economic opportunities, educational information, essential training, supportive resources, and advocate for policy decisions around the issues that impede women and young people across the world from reaching their fullest potential. JTYPL provides a variety of trainings and workshops that provides the foundation needed to help individuals come out of poverty through education and skill development. We can elevate them beyond their disadvantaged circumstances by creating and implementing innovative and

sustainable programs, and campaigns that educate, empower, and equip women to become self-sufficient.

“Philanthropy should be fun and sexy! Cocoa Couture’s series of mixed venue and themed fundraising events promises our donors an opportunity to ‘show up and show out!’ for a good cause,” said Erica Tobin, CEO, Cocoa Cure Events. “Cocoa Cure Events are already known for good vibes, good people, and good music. Now, with the launch of Cocoa Couture, we are proud to add good works.”

To learn more about collaboration, visit JTYPL and Coca Cure Events and connect with us on [Facebook](#), [Twitter](#), and [LinkedIn](#).

Journey to Your Promised Land, Inc.

JTYPL’s vision is to transcend the exploitation of women and youth throughout the world. We hope for a world where everyone is treated equally. We hope for a world where our children won’t have to wake up hungry. We hope for a world where our communities aren’t plagued with unemployment and despair. We hope for a world where poverty is eradicated. To end poverty, we must determine a set of “preconditions for prosperity.” We believe that the preconditions should incorporate an educational foundation for success - both academic and social.

About Cocoa Cure Events:

Cocoa Cure Events is an event company specializing in stylish spaces, fantastic music, and live entertainment. We work closely with our clients to create social and networking events that are the expression of our clients’ personality and good taste. From the start, social responsibility has been high on our business agenda. We always hoped to bring our talents to the non-profit community. This is why we are thrilled to partner with Journey to Your Promised Land (JTYPL) to create Cocoa Couture, a series of fundraising events benefitting disadvantaged communities, with an emphasis on women and youth.

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