



# Cheyenne River Youth Project®

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## FOR IMMEDIATE RELEASE

Cheyenne River Youth Project  
East Lincoln Street  
P.O. Box 410  
Eagle Butte, SD 57625

Contact: Julie Garreau  
(605) 964-8200  
[julie@indianyouth.org](mailto:julie@indianyouth.org)

### **CHEYENNE RIVER YOUTH PROJECT® ANNOUNCES “SCHWAN’S TRUCKLOAD EVENT”**

EAGLE BUTTE, SD (June 15, 2009) — The Cheyenne River Youth Project® in Eagle Butte, South Dakota, has announced a new fundraiser to support its youth programming and the facilities at its East Lincoln Street campus: the Schwan’s Truckload Event. On Wednesday, July 15, a Schwan’s truck will sell its food items from the CRYP parking lot; a portion of the profits will support the youth project.

“The more that Schwan’s sells on July 15, the bigger percentage of the profits we make to support CRYP,” said Alexandra Meador, youth programs director.

In addition, Cheyenne River community members can visit CRYP up to three days before the truckload sale and preorder the items they wish to purchase. Each order will be pulled and ready for pick-up during the day of the event.

“To make this even more convenient for people in our community, we will also take preorders of Schwan’s food at any of our fundraising events that take place from now until July 15,” Meador added. “That includes our rummage sales and bake sales.”

CRYP supporters around the country may also get involved to support the Schwan’s Truckload Event. Schwan’s gift certificates are now available, allowing CRYP to expand the fundraiser and enhance its earning potential.

“If someone isn’t available on July 15, doesn’t live within driving distance of Eagle Butte or wants to get a unique gift for family and friends, a gift certificate will be a perfect option,” Meador said. “The certificates are also great if you have limited food storage space; in that case, you can get some products you want now and use the certificate for future purchases.”

To order a gift certificate, call 888-413-0003 and select option 2 from now until July 15. Call center hours are 7 a.m. to 10 p.m. Central Time on Monday through Friday; 8 a.m. to 7 p.m. on Saturday; and 11 a.m. to 7 p.m. on Sunday. Inform the Schwan’s representative you would like to place a gift certificate order to support the Cheyenne River Youth Project fundraiser, and provide the event number: 21691.

Select the amount you would like to purchase. Schwan’s accepts Visa, MasterCard and Discover for payment. Gift certificates then will be mailed to the address of the customer’s choice. Each will include a standard message thanking the customer for supporting CRYP.

For more information about Schwan’s fundraising, visit [www.schwansfundraising.com](http://www.schwansfundraising.com). To learn more about the Cheyenne River Youth Project® and its programs, and for information about making donations and volunteering, call (605) 964-8200 or visit CRYP’s recently redesigned Web site at [www.lakotayouth.org](http://www.lakotayouth.org). And, to stay up to date on the latest CRYP news and events, visit the youth project’s new Facebook group page. All group members will receive regular updates through Facebook.

*The Cheyenne River Youth Project, founded in 1988, is a grassroots, not-for-profit organization dedicated to providing the youth of the Cheyenne River reservation with access to a vibrant and secure future through a wide variety of culturally sensitive and enduring programs, projects and facilities that ensure strong, self-sufficient families and communities.*