

FOR IMMEDIATE RELEASE

February 10, 2020

OJAY KOOLERS & PROCHANGERS PARTNERSHIP RELEASE

Kingston, Jamaica . Ojay Koolers has been refreshing the island with healthy and tasty beverages for the past 32 years and for the latter six years, with their mandate to assist community development projects, they joined hands as sponsors with the Philanthropic Revolutionary Optimistic Changers of Jamaica', more popularly known as PROChangersJA. This humanitarian group is dedicated to creating awareness and providing financial assistance to less fortunate students through creative fundraising initiatives. Promoting not only their events but other philanthropic groups in Jamaica, the organization is dedicated to creating such a positive impact on society, that others with also seek to get involved.

This year, their two-part flagship initiative was off to a great start with a social media campaign which invited users to share the issues they 'CARE' about. The second phase was a CARE (Creating Awareness through Revolutionary Entertainment) concert which was held on January 22, 2020 at the Philip Sherlock Centre for the Creative Arts, UWI, Kingston where several performers such as: University Dance Society, Campion College Dance Society and the L'Acadco Drummers, used the performing arts to address the issues highlighted via the social media campaign.

With the help of Ojay Koolers, ProChangers hosted their biggest turn-out and was able to give more monetary donations to students of the UWI Mona Guild's tutoring program called the HOPE Project. With special thanks to other sponsors such as EduFocal Limited, The Young Minds Foundation, Jamaican National Wise Aspiring Youth and the Broadcasting Commission of Jamaica, ProChangers awarded the top CSEC performer of the Hope Project, Devonique Foster and the top five PEP performers from the Top Range Community Upliftment Project.

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“Ojay Koolers is our longest serving partner. Every year they provide not only for the patrons but as well for the performers. PROChangersJa is immensely grateful to the team at Ojay Koolers as not only do they bring their products but more importantly their courteous and well trained staff,” Mikiela Gonzales, Founder of Prochangers.

For more information on this, feel free to contact Nicolette Armstrong at ndcommunicationpr@gmail.com or Mikiela Gonzales mikielagonzales@gmail.com

Prochangers
Charity Organization
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