

Friday, February 26, 2016

Embargoed until 6am, Monday, February 29

## New name, same unique, vital service

**BoysTown offices across Australia are opening their doors this morning (February 29) with a new name – ‘yourtown’.**

After 55 years of helping some of the most underprivileged Australians as BoysTown, it was time to change to a name that better reflected the inclusive nature of the organisation’s work.

**yourtown** CEO Tracy Adams said as one of Australia’s most enduring charities helping those who need it most, **yourtown** has a proud tradition and equally exciting future.

“We’re very proud of the work we do. Our 24/7 Kids Helpline counselling service for children and young people reaches every corner of Australia. We also have an impressive track record of getting young people jobs through vocational training, employment services and personal support,” Ms Adams said.

Ms Adams said that the name may be new but **yourtown** will continue to have the same purpose and passion when working with the community.

“We believe every young person has the right to a brighter future,” she said.

“We’re focused on helping young people find jobs, learn skills, become great parents and live safer, happier lives.”

With 42 centres in 35 locations across Australia, **yourtown** is tackling the issues impacting young people.

“Last year, **yourtown** received more than a quarter of a million (250,000) contacts from those reaching out for help. Over 12,000 young people were helped to gain vital skills to get a job, more than 220,000 contacts were made with Kids Helpline and Parentline counsellors, and thousands more took part in other training and wellbeing services,” Ms Adams said.

The **yourtown** Employment Service, offered in partnership with MAX Employment, is available in three sites in the Hunter area. The service specialises in job services for young people aged to 30 years and is funded by the Australian Government’s jobactive initiative.

Contact **yourtown**’s Maitland office on 02 4015 0800 or via [maitland@yourtown.com.au](mailto:maitland@yourtown.com.au) for more information about how we help young people get jobs or can find you the right employee.

-ENDS-

### INTERVIEW/PHOTO OPPORTUNITIES

- Tracy Adams, yourtown CEO
- Case studies of young people helped
- Local photo opportunities on request

### MEDIA CONTACTS:

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