

YWCA NorthEastern NY and The Palette Community Celebrate Ribbon Cutting Ceremony for New Program Location

Schenectady, NY, April 20th, 2023 - YWCA NorthEastern NY is pleased to announce the ribbon-cutting ceremony for the new location of their professional development program, YW STRIVE. Formerly the upstairs meeting/conference space for the Palette Community in Schenectady, YWCA NENY will rent the location to create space for their growing programs. The ceremony will take place on April 20th, 2023, at 3:00 PM, at the new location of 508 State St., Schenectady, NY.

The YW STRIVE program is a free, 16-week professional and workforce development program that provides training and support to individuals in Schenectady County. The program offers career exploration, job readiness, resume building, financial literacy, and digital literacy training to help participants achieve their goals and become self-sufficient. YW STRIVE is designed to serve low-income women and people of color in Schenectady County, however, YWCA NENY accepts men and non-binary persons as well. The program recently expanded into the county jail as well. The new location provides a larger space for the growing program and YWCA NENY's professional clothing boutique.

"We are excited to celebrate the opening of our new location for the YW STRIVE program and grateful to the Palette team for this opportunity," said **Kim Siciliano, CEO of YWCA NorthEastern NY**. "This new space will allow us to expand our services and provide more individuals with the skills and support they need to succeed in the workforce and in life in a central location that is brimming with charisma and empowerment".

"We are ecstatic to partner with the YWCA", said **Catherine Hover, Founder and CEO of Palette**, "It's been a dream come true to demonstrate in real life what it looks like to support women and advance each other, simultaneously. I consider this a valuable endorsement of the community we are building at Palette. The future is bright!".

The ribbon-cutting ceremony will feature remarks from the Capital Region Chamber of Commerce, Kim Siciliano, YWCA NENY CEO, Katrina Garcia, YWCA NENY Strive Educator, and the Founders of Palette, Catherine Hover and Marcella Hammer. Attendees will have the opportunity to tour the new space and learn more about the YW STRIVE program and its impact on the community. YWCA NENY asks all guests to bring one new or gently used professional clothing item to add to their free boutique for program participants. YWCA STRIVE Educators are specifically requesting slip-proof shoes, scrubs, and white or black button-down shirts.



FOR MORE INFORMATION, PLEASE CONTACT:
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For more information about YWCA NorthEastern NY and the YW STRIVE program, please visit their website at www.ywca-neny.org/strive.

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YWCA NorthEastern NY has been supporting women, children, and families in Schenectady County for 135 years. YWCA NorthEastern NY is on a mission to eliminate racism, empower women and promote peace, justice, freedom, and dignity for all. For information on programs serving infants to seniors, please visit www.ywca-neny.org

Palette is a co-working space and community that celebrates culture, shared ideas, and connection. It's a comfortable place to get work done, escape from the challenges of home, or connect and meet with a group of friends.