



MEDIA RELEASE

FOR IMMEDIATE RELEASE

26 MAY 2016

Delicious frozen yoghurt helping to break Cambodia's poverty cycle

Frosty Boy Australia (Frosty Boy) has teamed up with Cambodia's Rural School Trust (CRST) to deliver Project Y Frozen Yoghurt (Project Y) - a social enterprise, which has the sole purpose of breaking Cambodia's poverty cycle through education.

The Project Y store encourages people to come together and enjoy a delicious frozen yoghurt, smoothie or ice drink while also supporting the education of Cambodia's youth. Operated by the students of CRST, it is located next to the famous Siem Reap night markets and contains an upstairs seating area, which additionally converts into a classroom.

CRST Founder and Director Aviv Palti said that Frosty Boy's partnership with Project Y has been of great benefit to the enterprise.

"As a founding contributor of this educational social enterprise Frosty Boy has been instrumental in making Project Y the success it has become," he said.

Since its opening, the Project Y store has hosted hundreds of kids from local NGOs for free yoghurt and parties, bringing joy and fun to the lives of some of the poorest children in the world. The enterprise has also sponsored the local university soccer championship, increasing community interaction and introducing more local people to the store.

With the support of sponsors such as Frosty Boy, all profits generated from the enterprise will go towards funding the high school and university education of CRST students.

"Their continued support means that the enterprise is not only an excellent training ground for future entrepreneurs, but that it also maintains a level of profitability that enables us to sponsor additional bright students from the countryside," Aviv said.

"Frosty Boy are true partners in our vision of 'helping break the poverty cycle through education'."

One student, Dany, who works at the store says the enterprise has taught her many things.

"It is wonderful to work on this project because I can improve my confidence, patience, English and many more things," Dany said.

This exciting enterprise has proven to be very successful among the people of Siem Reap and has already celebrated their 10,000th customer.

...(more)



MEDIA RELEASE

... (cont)

The store had its biggest trading day over the Khmer (Cambodian) New Year in April, with many local Khmer customers, as well as tourists enjoying a wide range of 16 different frozen yoghurt flavours.

“We love frozen yoghurt and try it everywhere we go around the world. This was such a pleasant surprise! The frozen yoghurt was delicious, the toppings were varied and fresh and the employees were friendly and helpful,” customer Nancy said.

Frosty Boy CEO Dirk Pretorius said the enterprise was one Frosty Boy is proud to support.

“Project Y is a fantastic initiative. We are looking forward to seeing what the future holds for this enterprise and the students of CRST,” he said.

To find out more about Project Y visit <http://www.projectyfroyo.com>.

To find out more about Frosty Boy visit <http://www.frostyboy.com.au>.

-ENDS-

Frosty Boy Australia, with its production warehouse in Yatala, Gold Coast, specialises in producing a high quality range of powdered base products including soft serve, frozen yoghurt and beverage bases for cafes, convenience stores and quick service restaurants and has been operating for 40 years.

To schedule an interview time, for more information or images please contact:

Mel Deacon

Elevate Managing Director

(p) 07 3286 3333

(m) 0418 814 782

(e) mel@elevatecom.com.au