

For Immediate Release

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The Armory Foundation’s Sold-Out Gala Rallies Community Leaders to Support the Life Changing Services of The Link

August 4th Fundraiser will honor the work of The Link with a virtual silent auction to ensure services to the community’s youth are able to meet growing needs

MINNEAPOLIS, MN (June 28, 2022) - [The Armory Foundation](#) announced today it will host the Empowering Youth Now Gala on Thursday August 4th at Reign Event Center in Uptown to raise money and awareness of [The Link](#), a local nonprofit that has been empowering youth and young families since 1991.

As part of their mission to serve the greater community, the Armory Foundation is teaming up with and giving 100 percent of all proceeds from the gala to [The Link](#). For more than three decades The Link has provided crisis support and critical services to youth during their journey to stability. With more than 250 units of housing for youth experiencing homelessness and/ or sex trafficking. The Link is the largest provider of youth housing in the state of Minnesota.

“We are looking forward to celebrating the good things The Link is doing in our community,” said Ned Abdul of the Armory Foundation. “We see the importance of investing in the future of our community, especially during these critical times.”

The gala will include a silent auction, dinner and entertainment. Several VIPs , Sports Celebrities and State and Local government officials are scheduled to attend. In addition, numerous staff and youth of The Link will be honored for their service to the nonprofit.

“When you look at the impact The Link has had on our community, you can’t help but be moved to support them,” said Abdul. “The Armory Foundation is incredibly honored to use its power for good to make a positive impact on The Link to ensure they can continue to meet the growing needs of the youth in our community.”

For The Link's CEO, Beth Holger, getting a helping hand from the Armory Foundation comes at a crucial time.

"We are so grateful to the Armory for so many things. They are truly amazing and generous," said Holger. "The Armory does so much for all of us and to now have the honor of being the charity they are supporting means so much to us. The Armory Foundation has gone above and beyond to support us in incredibly generous and life changing ways."

Abdul says [The Armory Foundation](#) is always looking for ways to enhance the lives of the people of Minneapolis and beyond. He is hopeful this upcoming event is just the beginning for the Armory Foundation.

"The Armory is a recognizable part of Minneapolis," said Abdul. "We want to be known just as much for how we give back, as we are for hosting concerts and fight events. It is very important to us and on-point with our mission."



"Empowering Youth Now" Gala At A-Glance:

What: The Armory Foundation presents a benefit Gala for [The Link](#)

Where: Reign Event Center, 2901 Hennepin Ave, Minneapolis, MN 55408

When: Thursday, August 4th beginning at 5 p.m. with a silent auction followed by dinner and entertainment at 7 p.m. A virtual auction page will also soon be posted.

Why: Gala Benefit to support The Link; largest nonprofit provider of housing for homeless youth in MN.

Who: Armory Foundation event partners; Entourage Events Group, Allied Productions/Allied Audio, Edge, make it possible 100% of the funds raised at Gala will be donated.

About the Armory Foundation:

Established in 2018, the Armory Foundation was created to find unique ways to use the historic Armory to support local communities in the Twin Cities and the surrounding area. The Foundation's philanthropic focus is cultural programs and initiatives that contribute to the vitality of the community as a whole. Specific areas of interest include arts and culture, community development and critical social services. For more information, please visit <https://armorymn.com/information/armory-foundation/>

About The Link:

The Link is a youth and adult led non-profit that provides crisis support, emergency shelter and housing to over 2,000 youth and young families in the Twin Cities each year. The Link offers a safety net for youth often left behind, providing programs designed to meet the needs of BIPOC youth, LGBTQ youth, young parents, and more. The Link was founded in 1991 by two Black community leaders and former Minnesota Vikings, Jim Marshall and Oscar Reed. They recognized the need that at-risk and homeless youth had on the North side of Minneapolis. The Link has grown to serve youth throughout the entire metro area. For more information, please visit <https://thelinkmn.org/>

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