

For Immediate Release:

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Burbank, CA – Thirteen year-old Jasmin Amini is a seasoned pro in presenting at national conferences. After all, she has presented for the past two years at the BOOST (Best Out Of School Time) conference. This year's presentation was titled, ***Teaching Business by Doing Business***. Jasmin and three of her co-workers informed executives from other non-profits on how **Bliss Unlimited** teaches and allows for students to experience success.

Students spoke on developing a mission statement and core values, an activity that is renewed each year at the annual retreat. They spoke of the value of fair trade, socially conscious gifts, recycling and reusing in the process of creating unusual and beautiful gifts.

Bliss Unlimited started as a coffee brokerage in 1994 to provide opportunities to youth that could not find jobs because of their age or other reasons. Though the young people learned their trade and made lots of sales calls, adults failed to return their calls. In a last effort to promote the business, the teens held a community celebration and put all the coffee products in baskets. At last! **Bliss Baskets** was born.

After two years of doing Christmas baskets for clients like Time Warner and American Express, the management at the Glendale Galleria invited Bliss to open a retail store...Bliss Unlimited was open to the public. Since that time, Bliss has evolved into a ***store of stories***. Teens learn all the back stories of the people, countries and causes behind all the products sold at Bliss Unlimited, now located in the **Burbank Town Center**.

Teens self select to work at Bliss Unlimited and many come as part of partnerships with other non-profits and community programs, like Burbank's BEST and the Glendale Youth Alliance. The space for the store is provided through the generosity of **Crown Realty and Development Corporation. California Statewide Certified Development Corporation** has provided core support for the program since 1995.

Jasmin has been volunteering at Bliss for 1 ½ years and is proof of the Bliss philosophy that all youth are capable and competent if given the right opportunities and resources. She is the future of the American economy – right now!

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