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# POINT LOMA

## LIFESTYLE

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A COMMUNITY MAGAZINE  
FOR THE LOMA PORTAL  
NEIGHBORHOOD



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School of Young Entrepreneurs  
Minding the Business

## Opening of Ocean Beach/Point Loma SofYE Variety Store

Empowering Young Entrepreneurs and Supporting Local Schools

We are excited to announce the opening of the School of Young Entrepreneurs Variety Store in Ocean Beach, a 501(c)(3) nonprofit initiative aimed at empowering young entrepreneurs while benefiting local schools.



The SofYE Variety Store is not just a retail space; it's a vibrant hub for young innovators. This initiative provides local youth with hands-on business experience, enabling them to develop skills in entrepreneurship, teamwork, and leadership. Each purchase made at the store directly supports educational programs in local schools, ensuring that funds are reinvested in the community.

"By shopping at the SofYE Variety Store, community members are not only getting unique products but are also investing in the future of our youth and the educational landscape," said Ray Volker, Founder of SofYE. "We believe in the potential of young entrepreneurs and are committed to fostering their growth while supporting our schools."

The store, located at 4741 Point Loma Ave., will feature a diverse selection of useful products, including crafting materials, school supplies, housewares, and eco-friendly items, some curated by the young entrepreneurs themselves.



A percentage of sales will go to participating schools during select "sale days," while the balance will go towards scholarships, grants, after-school programs, and the tuition-free SofYE Summer entrepreneurship program for the underserved. Interested in your school partnering with SofYE Variety Store?

Join us in celebrating the creativity and potential of our youth while supporting the future of education on the Peninsula. We invite everyone to stop by, enjoy the festivities, and see the positive impact of their purchases. For more information about the SofYE Variety Store and its initiatives, please visit [wwwsofye.com](http://wwwsofye.com), or contact us at [aeros@wwpromise.org](mailto:aeros@wwpromise.org).