



FOR IMMEDIATE RELEASE

CONTACT:
Robert Schiller
Zoyo Neighborhood Yogurt
602-363-4110
r.schiller@zoyogurt.com

Zoyo to host Special Olympic World Games Viewing Parties

Phoenix, AZ – (July 20, 2015) – Zoyo Neighborhood Yogurt, an Arizona-based self-serve frozen yogurt franchise, has announced that it will have viewing parties for the 2015 Special Olympics World Games live on ESPN. The viewing parties will take place at all ten (10) Zoyo stores across the valley from 5pm to 9pm on Saturday, July 25.

“We are very excited to partner with Special Olympics Arizona for these viewing parties in our stores. Zoyo supports our neighborhoods and the mission of Special Olympics”, said Robert Schiller, Chief Executive Officer of Zoyo Neighborhood Yogurt. Zoyo will also be donating a percentage of sales during the viewing parties to Special Olympics Arizona.

All Zoyo locations in the Phoenix Metro Area will have the World Games live in the stores on the television monitors and special seating will be reserved for patrons viewing the World Games. Zoyo will be promoting the Special Olympics World Games viewing parties on social media and in the stores the week of the event to notify loyal Zoyo customers of the event and fundraising efforts.

ABC anchor Robin Roberts hosts an inspiring one hour special in anticipation of the largest sporting and humanitarian event of the year – the 2015 Special Olympics World Games in Los Angeles. The World Games will see 6500 athletes from more than 165 countries travel to Los Angeles to compete and celebrate the power of sport to promote acceptance and inclusion. Roberts will have a special segment featuring one of our SOAZ athletes, Vanessa Robles. Special Olympics Arizona is sending several athletes to the event in Los Angeles including a traditional softball team of 14 athletes and three coaches, one equestrian rider, and a coach for kayaking who will work with Special Olympics USA.

Zoyo Location	Address	City, State, Zip
Zoyo Ahwatukee	4923 E. Chandler Blvd	Phoenix, AZ 85048
Zoyo Central Phoenix	1139 E. Glendale Ave	Phoenix, AZ 85020
Zoyo Paradise Valley	4740 E. Shea Blvd, #108	Phoenix, AZ 85028
Zoyo Tempe	6350 S. McClintock Dr, #100	Tempe, AZ 85283
Zoyo Chandler	5055 W. Ray Rd, #7	Chandler, AZ 85226
Zoyo Downtown Phoenix	1515 N. 7th Ave, #130	Phoenix, AZ 85007
Zoyo Mesa	1958 E. Brown Rd, #102	Mesa, AZ 85212
Zoyo South Phoenix	2415 E. Baseline	Phoenix, AZ 85042
Zoyo Gilbert	1633 S. Higley Rd, #102	Gilbert, AZ 85296
Zoyo Maricopa	21423 N John Wayne Parkway, #102	Maricopa, AZ 85139

About the Special Olympics World Games Los Angeles 2015 (LA2015)

With 6,500 athletes and 2,000 coaches representing 165 countries, along with 30,000 volunteers and an anticipated 500,000 spectators, the 2015 Special Olympics World Games - being staged in Los Angeles July 25 - August 2, 2015 - will be the largest sports and humanitarian event anywhere in the world in 2015, and the single biggest event in Los Angeles since the 1984 Olympic Games. The 2015 Special Olympics World Games, with the unparalleled spirit, enthusiasm, teamwork, joy and displays of courage and skill that are hallmarks of all Special Olympics events, will feature 25 Olympic-style sports in venues throughout the Los Angeles region. The Opening Ceremony, to be held July 25, 2015 in the historic Los Angeles Memorial Coliseum, site of the 1932 and 1984 Olympic Games, is expected to attract 80,000 spectators. On April 30, 2014, LA2015 and ESPN announced a global programming deal that will see ESPN bring coverage of World Games to millions of fans around the world. Honorary Chairs of the Games are President Barack Obama and First Lady Michelle Obama, with Los Angeles Mayor Eric Garcetti and California Governor Jerry Brown serving as Honorary Hosts. Current Founding Champions and sponsors include The Coca-Cola Company, Mattel, Deloitte, Toyota, Bank of America, Kaiser Permanente, OUE Skyspace Los Angeles, Los Angeles County Metropolitan Transportation Authority (Metro), Davis Elen Advertising, Microsoft, Toys“R”Us, The Walt Disney Company, Google, UPS, Herbalife Nutrition, Los Angeles Times, AMC Theaters, La Opinión, Los Angeles Tourism and Convention Board, WWE, Los Angeles News Group, AEG, Annenberg Foundation, David Geffen, Kate Capshaw and Steven Spielberg, Panda Express, LA84 Foundation, and Knights of Columbus. LA2015, the Games Organizing Committee, is a recognized 501(c)(3) non-profit organization. For more information on the 2015 Special Olympics World Games, including volunteer and sponsorship opportunities, visit www.LA2015.org and on social with #ReachUpLA on [Facebook](#), [Twitter](#) and [Instagram](#).

About Zoyo Neighborhood Yogurt

Zoyo Neighborhood Yogurt is an Arizona-based, self-serve frozen yogurt franchise with 13 locations across the metro-Phoenix area, as well as locations in Georgia, Indiana, Michigan, Texas, and Virginia. Founded in 2010, Zoyo is a neighborhood gathering place where friends and family can get together over a cup of delicious, premium quality frozen yogurt. Zoyo's selection of frozen yogurt and non-dairy sorbet flavors is constantly changing, and includes everything from classic flavors like Salted Caramel or Cookies & Cream, to original creations like Z oatmeal Cookie and Peanut Butter & Jelly. Guests also have 45 toppings to choose from, which range from fresh fruit, to chocolate candies and decadent syrups.

In addition to the countless yogurt and topping combinations available at Zoyo, the frozen yogurt is carefully crafted to contain high levels of beneficial live and active yogurt cultures and to provide a great source of nutrients such as protein, calcium, potassium, B12 and Riboflavin. Whether frozen yogurt is a component of your health regimen or you're simply trying to satisfy a sweet tooth, Zoyo has something for everyone, all housed under one clean, friendly, and relaxed roof.

###