



For Immediate Release

Contact: Zoe Costanzo, zcostanzo@striveinternational.org

STRIVE Graduate Roy Castro, CEO of DM Ice Cream Corporation, Appointed to STRIVE Board of Directors



NEW YORK, Jan. 8, 2018 – STRIVE International, a leading national workforce development agency, is pleased to announce the appointment of Roy Castro, CEO of DM Ice Cream Corporation, to its Board of Directors. Headquartered in New York City, STRIVE provides opportunity to disconnected populations in 20 U.S. cities through access to skills training and job placement.

A graduate of STRIVE, Mr. Castro first came to STRIVE's New York offices in 2003 after being released from federal prison, seeking to improve his life and break the cycle of intergenerational poverty experienced by his family. Upon graduating from STRIVE, Mr. Castro secured a job cleaning out the freezers and equipment of Edy's Ice Cream, where soon he was promoted to manager of its sub-distributor. In 2013, he bought DM Ice Cream Corporation and was later selected to take part in the Goldman Sachs 10,000 Small Businesses program. Mr. Castro has grown DM Ice Cream into New York's largest ice cream sub-distributor. He has remained committed to STRIVE throughout his business career, as an advocate for its programs and for the individuals served by the organization.

"I am humbled by this appointment," says Roy Castro. "I came to STRIVE at the lowest part of my life, where I was told 'no' numerous times. STRIVE said 'yes!' and believed in me. They committed to helping me succeed in work and in life. It is an honor to serve on the Board of an organization that changes so many lives."

STRIVE's President and CEO, Phil Weinberg says of Mr. Castro's appointment, "We are so fortunate to have Roy join us as part of our Board of Directors. He and his journey represent the heart of our mission—to provide opportunities to individuals who are working hard to reclaim their life potential.

Roy will bring invaluable guidance and counsel to STRIVE as we expand our employment services in New York City and nationally.”

Based in East Harlem, STRIVE International is a nationally recognized workforce development organization serving more than 2,400 individuals annually at 20 sites across the country. Since its founding in 1984, STRIVE has helped more than 70,000 individuals break the cycle of poverty and succeed in their professions by fulfilling their potential through employment. Its programs have been cited by practitioners and policymakers as a model for assisting individuals who have significant barriers to employment and promotion. Read more about Roy’s story in a Crain’s profile, “[After a troubled childhood, a high school dropout gets sweet redemption.](#)” To learn more about STRIVE, visit www.striveinternational.org.