

YIKES TEAM AND MASCOT ROLLIE VISIT GOULDS ELEMENTARY FOR A DAY OF EDUCATION FUN AND EXCITEMENT

YIKES Brings Joy and Inspiration to Goulds Elementary with a Day of Community Fun

MIAMI, FL, UNITED STATES, October 31, 2025 /EINPresswire.com/ -- The [YIKES](#) team lit up the halls of Goulds Elementary School this week with a vibrant day of community activities, laughter, and learning. The visit was part of YIKES' ongoing commitment to youth empowerment and neighborhood engagement, blending creativity, mentorship, and fun into one unforgettable experience.

From interactive art stations and storytelling circles to team-building games and surprise giveaways, the YIKES crew transformed the school assembly into a hub of positivity and connection. Students had the chance to explore their creativity, build confidence, and engage with role models who champion community pride and cultural expression. The students also had the opportunity to sample the Yikes products with Rollie, the official mascot for YIKES!

"Our goal is to show up for the next generation—not just with words, but with presence," said Rachel Grayson, Director of Marketing and social media for Yikes, a lead organizer of the event. "At YIKES, we believe that joy is a powerful tool for change. The school visit was about planting seeds of possibility."

Teachers and staff at Goulds Elementary echoed the sentiment, noting the boost in student morale and the lasting impact of the visit. "It's not every day our kids get to see their community celebrated like this," said Principal Celethia Passmore. "The YIKES team brought energy, love, and a message that our students will carry with them."



Yikes team Lt to RT Phil Grayson, Michael Berro, Principal Celethia Passmore Rachel Grayson Reggie Brown and Blair Fewell

“Nothing makes me happier than seeing a smile on children's faces. I am thankful to the Yikes team and Gould's elementary school for putting together an amazing event; we hope it's one of many.” Said Michael Berro, Yikes Co-Partner.

The event is part of YIKES' broader mission to uplift underserved communities through creative outreach, mentorship, and cultural storytelling. With more school visits and neighborhood activations planned, the team continues to build bridges between inspiration and action—one joyful moment at a time.

About YIKES YIKES is a better-for-you snack brand founded by James Lindsay, Founder and CEO of Rap Snacks, Berner, Cookies Brand, and Michael Berro, International distributor. Built on bold flavor, clean ingredients, and cultural authenticity, with no Red 40 or Yellow 5, YIKES is committed to delivering heat, flavor, and health in every bite.

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Michael Berro, Partner

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Yikes Mascot Rollie with Goulds Elementary student reading game rules and Principal Celethia Passmore



Students engage with Rollie at the end of the assembly

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