



## **MEDIA CONTACT**

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## **PRESS RELEASE**

### **BLOOM BAKERY CELEBRATES EMPLOYMENT OF OVER 50 PEOPLE SINCE OPENING ITS DOORS TWO YEARS AGO**

*Plans to build catering and wholesale business will create more opportunities for employment*

**MONDAY APRIL 2 - CLEVELAND** - Bloom Bakery, a social venture of Towards Employment, is celebrating two years in business this month. Since 2016, the Bakery has provided over 50 jobs to Clevelanders looking for a second chance and meaningful employment. Bloom is set to build up its catering and wholesale business with seed money from a recent successful CrowdRise campaign.

“We are thrilled to celebrate our second birthday with the success of our CrowdRise campaign to grow Bloom’s catering and wholesale business. Since opening our doors, we have helped people find meaningful employment and gain new skills,” says Jill Rizika, executive director of Towards Employment. “Growing the business will support more jobs at Bloom and in turn grow job placement and advancement opportunities beyond Bloom. We are so thankful for the community’s support to ensure Bloom is successful.”

With the \$27,900 raised from the CrowdRise campaign, Bloom is launching a new catering and wholesale product catalog and welcoming a new sales manager to the team. The catering menu features breakfast and lunch options for meetings and events with free delivery within two miles of the Bloom locations. The wholesale menu will feature baked goods such as breads, dinner rolls, buns and sliders for sandwiches, and savory or sweet pastry items. The catering menu and wholesale offerings are available at <https://bloombakery.com/>.

Launched in 2016, Bloom Bakery has two locations on Public Square and on Euclid Avenue adjacent to Cleveland State University. Bloom focuses on preparing and selling the highest quality food, all while helping Clevelanders find meaningful employment and a path to self-sufficiency. Bloom does this by preparing people who face barriers to employment for a career in culinary arts; producing delicious baked goods, deli sandwiches, salads, and soups using the freshest ingredients at two cafes in downtown Cleveland; and creating meaningful career opportunities for Towards Employment graduates beyond Bloom so Greater Cleveland can prosper.

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**About Bloom Bakery:** Bloom Bakery, a Towards Employment social venture, exists to prepare individuals who have faced barriers to employment for a career in culinary arts; to produce exceptional handcrafted baked goods; and to create meaningful career opportunities for individuals beyond Bloom so the Greater Cleveland community can prosper. Download our full café and catering menus on our website, [www.bloombakery.com](http://www.bloombakery.com).

**About Towards Employment:** Our mission is to empower individuals to achieve and maintain self-sufficiency through employment. Towards Employment is a proven leader in workforce development that connects people to careers, which changes people’s lives, advances businesses, and strengthens community in Northeast Ohio. Learn more about our work at [www.towardsemployment.org](http://www.towardsemployment.org).