



PRESS RELEASE

FOR IMMEDIATE RELEASE: JULY 17TH, 2020

**RE: BUSINESSES SET TO GET MONEY RAISED FROM FORDHAM ROAD CLEAN UP
GOFUNDME CAMPAIGN**

MEDIA CONTACT: OSCAR ALVARADO

EMAIL: OALVARADO@FORDHAMROADBID.ORG

PHONE: 718-562-2104

The Fordham Road BID is pleased to announce its support for the distribution of funds to those small businesses most adversely affected by the lootings that took place on June 1st, 2020. This Saturday members of the Fordham Road BID team will be accompanying organizers of the “Fordham Road Clean Up” Gofundme campaign, which was set up immediately after the lootings occurred, in order to help distribute the funds. We are proud to be a part of this opportunity in which we provided guidance and served as a facilitator to the organizers of the campaign.

At the Fordham Road BID, we have a long track record as a reputable resource to our businesses and community. Whether it's providing ancillary services like social media marketing, financial resources for COVID-19 relief to businesses, or organizing engaging cultural events for the community, we love what we do and it shows. That is why we jumped at the opportunity to help our most vulnerable businesses immediately after the lootings took place by helping identify minority and immigrant-owned businesses in and around our district for the distribution of funds raised by the Fordham Road Clean Up GoFundMe campaign.

After numerous administrative obstacles, we are very pleased to announce that the funds raised by the gofundme campaign have finally been transferred into a non-profit account set up by the organizer, Amin Razzaque, and will be distributed to businesses this Saturday morning, July 18th, 2020 at approximately 11 am.

We invite members of the press and media to accompany us as we make our way through Fordham Road and other areas to distribute those funds to the following businesses:

Sneaker Plaza, Beverly Hills Furniture, Metro PCS, Love & Beauty, Hopewell Pharmacy, Kingsbridge Pharmacy, Asencio Pharmacy, Crossway Driving School

For those interested in attending, we will meet on the Grand Concourse overpass in front of the Fordham Road art installation, directly across the street from the Army/Navy recruiting station. We look forward to seeing you all there.

The Fordham Road BID is a 501(c)3 designated non-profit organization that has been serving the Fordham Road shopping district in The Bronx since 1996. Our mission is to enhance the shopping experience for Bronxites and visitors from all over the world alike by providing supplemental services to member businesses, improving sanitation conditions throughout the district, organizing educational, informational and cultural events for the community, ensuring the safety and security of our community by working closely with our local government leaders, agencies and the NYPD and spearheading beautification initiatives for the greater benefit of the community. The Fordham Road Business Improvement District (BID) is the largest shopping district in The Bronx and the 3rd largest in New York City. We service over 300 member businesses including retail, food, financial, private offices, and more, and is a proud member of the Bronx Chamber of Commerce.

END RELEASE