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PRESS RELEASE

BLOOM BAKERY LAUNCHES CROWDRISE FUNDRAISER TO EXPAND JOBS AND CAREERS

\$25,000 goal will allow for expanded wholesale and catering opportunities for the social venture

FEBRUARY 20, 2018- CLEVELAND - Bloom Bakery, a social venture of Towards Employment, announced today the launch of their Crowdrise Fundraiser “Sweet Treats and Second Chances” to expand their catering and wholesale business. The campaign will run for 40 days, and has a goal of raising \$25,000.

“More than 3000 people come to Towards Employment every year to work on their career pathway – and Bloom Bakery, a social venture owned by Towards Employment, is one of the ways Clevelanders with barriers to employment can build a career and start advancing,” said Jill Rizika, executive director of Towards Employment. “We have the incredible opportunity to expand Bloom’s wholesale and catering business which supports new jobs at Bloom, and in turn grows job placements and advancement opportunities beyond Bloom.”

In order to take advantage of these opportunities in wholesale and catering, Bloom is launching a Crowdrise fundraising campaign to raise the \$25,000 that would support a sales position and customized equipment to meet the new opportunities and open the door to future possibilities.

Launched in 2016, Bloom Bakery 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 with a career in culinary arts with training; 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. Since its launch, more than 50 Towards Employment graduates have benefited from the opportunities at Bloom. Bloom Employee Charmin, featured in short [video](#) produced by *The Story Is*, says: “When no-one else would give me a job – they did...if you take a step towards them, they (Bloom Bakery and Towards Employment) will take three steps towards you.”

To donate to or join the campaign, visit

www.crowdrise.com/bloom-sweet-treats-and-second-chances

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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.

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.