

**FOR IMMEDIATE RELEASE**

July 16, 2021

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**Who:** Neighborhood Industries & Ampersand Ice Cream

**What:** Warehouse Fire Recovery Fundraiser

**When:** July 18, 2021 12pm-11pm

**Where:** Ampersand Ice Cream, 1940 N. Echo Ave., Fresno, CA 93704 and 7010 N. Marks Ave., Fresno, CA 93711

### **Ampersand Ice Cream Steps Up For Neighborhood Industries**

**(Fresno, CA)** – On the third Sunday of each month, local ice cream shop Ampersand chooses a local nonprofit to highlight and support. They call it “Sundae Sunday,” and donate \$1.00 from every sundae to their chosen nonprofit. This Sunday, they will be supporting local nonprofit Neighborhood Industries as they recover from their recent warehouse fire.

“We are grateful for the role Neighborhood Industries has played in the life of our city, and we are happy to be a part of the small business community that has rallied behind them over the years, and especially during this recent loss,” said Amelia Bennett, co-owner of Ampersand Ice Cream.

This “Sundae Sunday” also happens to fall on National Ice Cream Day, Ampersand’s busiest day of the year. Customers can enjoy a special trio of toppings on any two scoops of ice cream, while their dollars go to supporting Neighborhood Industries’ efforts to rebuild and restore their business operations that have been impacted by the warehouse fire.

“Due to the gravity of Neighborhood Industries’ recent loss, we will also be donating 5% of our sales on Sunday, National Ice Cream Day, to them,” Bennett said.

Customers will be able to cool off with these delicious, limited run sundaes on Sunday, July 18, 2021 from 12pm to 11pm. Ampersand has two locations at 1940 N. Echo Ave., Fresno, CA 93704 and 7010 N. Marks Ave., Fresno, CA 93711, and both locations will be participating in this promotion. Neighborhood Industries will receive \$1.00 from every sundae sold, along with 5% of all sales collected by Ampersand.

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Founded in 2008 in Fresno, California, Neighborhood Industries exists to reveal value in people so they can be positive contributors in their homes and neighborhoods. Neighborhood carries out this work at its social enterprises, creating employment training and job opportunities for people facing barriers to employment. Over the course of its 13 years of operation, Neighborhood has established itself as a local and regional leader in workforce development, social enterprise, and neighborhood enrichment, one equitable transaction at a time.