

FOR IMMEDIATE RELEASE

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Media contact:Ricky Bravo: 559.967.5537
ricky@neighborhoodindustries.org**Who:** Zamora's Carnitas, Neighborhood Industries, and Fresno Area Hispanic Foundation**What:** Zamoras Fire Recovery Posada**Where:** Fresno Area Hispanic Foundation 1444 Fulton Street, Fresno, CA 93721**When:** December 19, 2022 | 4:00 p.m.**Neighborhood Industries and Fresno Area Hispanic Foundation
Come Together to Support Local Restaurant's Fire Recovery Efforts**

(Fresno, CA) – In the early morning hours of November 29, beloved local restaurant Zamora's Carnitas went up in flames. For owners Humberto and Gaby Gomez, their family run business was more than a restaurant, it was a second home. Two community organizations, Neighborhood Industries and Fresno Area Hispanic Foundation, are coming together to assist in Zamora's recovery efforts.

Entering the holiday season with the future of their staff up in the air was not how the Gomez family pictured the year ending.

"My heart is for our staff, the people who really make Zamora's a special place; seeing the business recover is a process and is important, but our staff making it through the holiday's is really our biggest concern," said Gomez. "Immediately after the fire we began receiving message after message of support, as well as people contributing to our Fire Recovery, that's when Neighborhood Industries and Fresno Area Hispanic Foundation reached out to meet with us and discuss our plans."

Neighborhood Industries CEO, Anthony "AP" Armour, is all too familiar with losing a facility to a fire. A year and a half ago the organization experienced a fire of its own.

"When we lost our recycling warehouse in a fire in June 2021, we were flooded with support and generosity from the community," said Armour. "When I heard that Zamora's had experienced a similar event, I immediately knew that we needed to extend that same support and generosity that we had received to them."

Neighborhood Industries has committed \$20,000 to Zamora's fire recovery efforts, in addition Fresno Area Hispanic Foundation will provide a grant for \$20,000 that will be used to purchase a food truck.

"Small Businesses are the engine in our local economy, and the Fresno Area Hispanic Foundation's mission is to be at the forefront when businesses need assistance," said FAHF CEO Dora Westerland. "Zamora's Restaurant owners and staff are going through some difficult and challenging moments. Therefore the objective of the funding is to retain the jobs and continue supporting the local economy."

As the business recovers, Neighborhood Industries and FAHF wanted to ensure that Zamora's

employees and their families will have a happy holiday. On Monday, December 19 at 4:00 p.m. the two organizations are hosting a Posada gathering at FAHF for Zamora's staff, an opportunity to celebrate the season and spread joy during an uncertain time. There will be food as well as Christmas gifts for the kids at this event.

Zamora's owners Humberto and Gaby Gomez are thankful for the support they have received.

"I knew that people enjoyed the food at our restaurant, but I didn't realize that people cared about us and our staff this much," said Gomez. "From the \$5 donations on our gofundme, to the resources that Neighborhood Industries and FAHF are providing, and everything in between, we are beyond humbled and blessed."

Neighborhood Industries and Fresno Area Hispanic Foundation are issuing a call to action for the community to match their \$40,000 contribution. Donations can be made at [Zamora's Gofundme page](#).

(https://www.gofundme.com/f/our-familyowned-hispanic-restaurant?utm_campaign=p_cp+share-sheet&utm_content=undefined&utm_medium=copy_link_all&utm_source=customer&utm_term=undefined)