



FOR IMMEDIATE RELEASE  
January 12, 2015

**MEDIA CONTACT**  
Jonelle Adderley  
(305) 679-6800  
[JAdderley@miamigov.com](mailto:JAdderley@miamigov.com)

# MEDIA ALERT

## COMMISSIONER KEON HARDEMON JOINS CRA TO CELEBRATE GRAND OPENING OF NEW SMALL BUSINESS



On Monday, January 12, 2015, CRA Board Chairman Commissioner Keon Hardemon joined new business owner Denise Daniels along with representatives from the Southeast Overtown / Park West Community Redevelopment Agency (CRA) and Neighbors and Neighbors Association Inc. (NANA) to cut the ribbon and celebrate the grand opening of Overtown's newest small business, Italian Ice by Denise.

The new small business, located along the NW 3<sup>rd</sup> Avenue Business Corridor, at 1019 NW 3<sup>rd</sup> Ave, received a \$50,000 grant from the CRA to assist with the build out of the space. The CRA also assisted the owner with obtaining an affordable lease at the New Arena Square Complex. Italian Ice by Denise provides fresh baked cookies and over 10 flavors of the popular Italian Ice (frozen desserts with fruit). The local business is open Monday-Saturday from 8:00 a.m. - 6:00

p.m. and on Sunday from 12:00 p.m. to 6:00p.m. The CRA encourages local residents, visitors and neighbors to patronize the new small business. For more information on Italian Ice by Denise or a small business grant contact the CRA at (305) 679-6800.