

# New Campaign Celebrates City of Yonkers Getting Back to Business



Front row, from left, Alan Weissman of Hampton Inn & Suites; Jennifer Ann Sefara Perry of Sacred Seeds; Mayor Mike Spano; IDA Executive Director Jaime McGill and Peter X. Kelly of Xaviars Restaurant Group. Back row, from left Yonkers Councilman John Rubbo; Rory Dolan of Rory Dolan's Restaurant & Bar; Brian Cannon of UPS; Stew Leonard Jr. of Stew Leonard's and Councilwoman Tasha Diaz.

The City of Yonkers is celebrating its reemergence from the economic downturn caused by the COVID-19 pandemic with an exciting new marketing campaign featuring prominent business leaders telling why they enjoy doing business in Yonkers.

With the theme Yonkers is Back to Business!, the new campaign is the next iteration of the highly successful Generation Yonkers campaign that has positioned Yonkers as the region's next hot urban center to live, work and play. Now in its seventh year, the Generation Yonkers campaign is credited with putting Yonkers on the map and contributed to the city's tremendous growth in new developments.

"The City of Yonkers was the hardest hit community by the pandemic in Westchester. However, the tremendous residents and businesses of our great City battled back and now we're stronger than ever. It's time to celebrate that Yonkers is Back to Business," said Mayor Mike Spano.

The goal of the campaign is to position Yonkers as THE pro-business location in the NY Metro market. It offers unmatched accessibility with two train lines, easy access to all major highways and parkways, only 40 minutes to every major airport in the Tri-State region and only 20 minutes to Grand Central Terminal.

The campaign has two target audiences: New York City-based companies looking for a satellite office location in Westchester and the general public who are looking for great places to live, work and

play like so many of Yonkers great restaurants, retail stores, food stores, consumer goods and hotels. It's all about celebrating the fact that Yonkers is BACK to business.

The campaign, which was developed by the Westchester-based PR marketing and advertising agency Thompson & Bender, features testimonials from business leaders who tell why Yonkers is a great place to do business. The videos will live on the Generation Yonkers website along with links to the websites of the featured businesses.

This year's testimonials feature an impressive group of Yonkers business leaders including: Brian Cannon, North Atlantic District President of UPS; Rory Dolan, Owner of Rory Dolan's Restaurant & Bar; Roberto Espiritu and Cecilia Zuniga, Co-Owners of La Pinata Bakery; Stew Leonard Jr., President and CEO of Stew Leonard's farm fresh food store; Jennifer Ann Sefara Perry, CEO and Founder of Sacred Seeds skincare products; Alan Weissman, Owner of Hampton Inn & Suites; and award-winning restaurateur Peter X. Kelly of X2O Xaviars on the Hudson.



From left, Stew Leonard, Mayor Mike Spano and Alan Weissman

"We're bonkers for Yonkers. We get a million customers a year coming to Stew Leonard's and we do over a hundred million dollars a year. Of our seven food stores that our family has this one is number one in sales. We're thrilled Yonkers is back to business."

**STEW LEONARD JR.**

President and CEO • Stew Leonard's, Yonkers

"I've been here in Yonkers for the last 26 years and we love doing business in Yonkers. When it comes to business, Yonkers is top shelf. Cheers to Yonkers back to business."

**RORY DOLAN**

Owner • Rory Dolan's Irish Pub, Yonkers

"As a business owner I learned that in order to be successful you need to be involved with the community. That's what we do here at La Piñata Bakery. We're so happy that Yonkers is back to business."

**ROBERTO ESPIRITU**

Co-Owner • La Piñata Bakery, Yonkers

"We're very excited to be here in Yonkers. Yonkers is the sweet spot to do business."

**CECILIA ZUNIGA**

Co-Owner • La Piñata Bakery, Yonkers

"As we conducted our search for expansion possibilities, we considered many sites but none met our needs like Yonkers. We're excited to partner with the City to deliver for the people of Yonkers."

**BRIAN CANNON**

North Atlantic District President of UPS

"As a female entrepreneur, I would tell anyone looking to relocate or open your business that Yonkers is really where you need to be. Yonkers is the natural choice for business."

**JENNIFER ANN SEFARA PERRY**

CEO • Sacred Seeds

Natural skincare products in Yonkers

"I'm very bullish about Yonkers. There are tremendous opportunities here. I'm really excited that Yonkers is back to business. We provide hospitality for our guests. The City of Yonkers provides hospitality to business."

**ALAN WEISSMAN**

Owner • Hampton Inn & Suites, Yonkers

"I'm glad Yonkers is back to business. Mayor, thanks for getting Yonkers back to business."

**PETER KELLY**

Chef & Owner • X20 Xaviars on the Hudson, Yonkers



# YONKERS IS BACK TO BUSINESS!

#YonkersBack2Biz   | [GenerationYonkers.com](https://www.GenerationYonkers.com)