

**NEWS RELEASE**  
FOR IMMEDIATE RELEASE

**Suffolk**  
VIRGINIA

*It's a good time to be in Suffolk*

**Contact:**

Gail Kent

757.876.5420

[Gail.Kent@thebuzzfactoree.com](mailto:Gail.Kent@thebuzzfactoree.com)

Suffolk Media & Community Relations

757.514.4104

[www.suffolkva.us](http://www.suffolkva.us)

## **Zoyo Neighborhood Yogurt Opens in Suffolk**

SUFFOLK, Virginia (March 4, 2014) Zoyo Neighborhood Yogurt will hold a Grand Opening – Ribbon Cutting ceremony for its first Hampton Roads store on Wednesday, March 5<sup>th</sup>, at 11 a.m. Mayor Linda T. Johnson will join Zoyo staff to officially open the store to the public.

The new Zoyo store, located at 6216 College Drive, Ste. 102, offers a constantly changing selection of frozen yogurt and toppings. From fresh fruit to classic chocolate chips, together with delicious syrups like hot fudge, peanut butter and caramel. Guests fill a yogurt cup with any yogurt flavor they choose, then top it off with a choice of over 45 toppings. The yogurt cup is then weighed and is ready to enjoy.

The Suffolk Zoyo franchise is owned and managed by Isaura Ramirez and her husband Armando Velasquez, both former active duty military members who decided to put down roots in Suffolk after serving many tours of duty in Europe and the Middle East. “We settled in this area because it provides a great community to raise a family, it is veteran friendly, and it is just beautiful,” Armando said. “We believe that Zoyo Neighborhood Yogurt is the perfect store for this community,” Isaura remarked. Not only is yogurt a healthy food, but Zoyo believes in supporting the community as we do.”

“Zoyo Neighborhood Yogurt is a delightful place entire families can enjoy a fun and healthy snack,” said Suffolk Mayor Linda T. Johnson.

Community support through Zoyo begins on opening day, with 25% of the entire day's sales to go towards supporting For Kids, a local non-profit that helps homeless kids. Remaining days of opening week will each have a special theme and corresponding specials. In addition to special promotions, Zoyo plans to offer a monthly "pajama party" night for kids and offer reduced-price treats for good report cards. Zoyo also offers discounts for catering to large groups.

Zoyo is located in the Harbour View Marketcenter (between Chipotle and Jersey Mike's). CBRE/Hampton Roads represented the property owner for the transaction.

Hours of operation are Sunday through Thursday, from 11 a.m. to 10 p.m., and Friday and Saturday, from 11 a.m. to 10 11 p.m. They can be reached at 757.593.4077, [www.zoyoyogurt.com](http://www.zoyoyogurt.com) or find them on facebook.



####