

ZOE'S CUPCAKE CAFÉ CELEBRATES ANNIVERSARY AT MEADOWLANDS

■ By Robyn Nadel

Zoe's Cupcake Café, officially opening their doors at 740 Chestnut Ave. in Teaneck, June 12, 2009, will celebrate their First Anniversary on Sunday, June 13, at the new Meadowlands Stadium along with legendary purveyors of classic American food, celebrity chefs and extraordinary musicians.

This successful enterprise was able to open their doors thanks to a \$100,000 grant from Women United in Philanthropy, a giving circle of North Jersey women who choose one project a year to support.

The Great American Food and Music Festival at the Meadowlands will run from noon to 10 p.m. The one-day event features restaurateur, author and television host Paula Deen, Tom Colicchio the critically acclaimed chef and host of Top Chef, The Neelys, co-owners of Neely's Bar-B-Q and hosts of Down Home with the Neelys, and Ace Of Cakes star and master baker Duff Goldman with music performances by Buckwheat Zydeco, Bob Schneider, and American Idol's Melinda Doolittle.

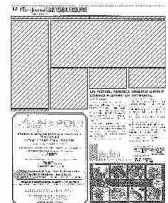
"I am over the moon excited that Zoe's will be a part of the Festival," said Miriam Bloom, proprietor. "We are a special kind of bakery. Yes, we offer the same variety of delectable items from any sweet shop – cupcakes, cookies and brownies. But what makes us so special is that our patrons can delight not only in the treats, but also in knowing that their purchase has just helped a teen mom and her baby."

Zoe's Cupcake Café is a bakery run by and for teen moms. Its profits finance Zoe's Place Inc., a non-profit organization that provides a support system for pregnant Bergen County teenagers, teen moms and their babies. Services range from safe housing to delivery of diapers and formula, even transportation to doctor's appointments. There is also a help line, a mentoring program and a teen support group.

The café offers the girls job training and skills they will need in seeking other jobs later on, such as customer service, punctuality, book-keeping – and making cupcakes, under the guidance of a professional pastry chef.

"Our purpose is to seek out and support innovative solutions to the problems facing women, and this was a perfect match. Zoe's Place had an idea. They needed someone to take a risk. Now, just a year later, the café not only generates revenue for Zoe's Place, but employs young women needing a place to start in their careers - a job that teaches them not only a skill (baking, small business management, marketing, retail) but gives them a jump on their résumé," said Maxine Frampton, Director of Women United in Philanthropy.

Throughout the day, Zoe's will join the all-star team of chefs to do cooking demonstrations that highlight their celebrated skills as well as a few of their most prized dishes. Tickets for the event can be purchased through Ticketmaster and www.greatamericanfoodandmusicfest.com.





For teen mom Farhana Chowdhury, 18, of Hackensack, friendly service is as important as the cupcakes she sells.