

**FOR IMMEDIATE RELEASE**  
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### **PROMISE IN BREVARD LAUNCHES CAPITAL CAMPAIGN FOR NEW THRIFT STORE SPACE**

BREVARD COUNTY – In addition to providing affordable housing, a core value of Promise in Brevard (Promise) is to assist its residents who have intellectual and developmental disabilities in securing meaningful vocational training and employment opportunities. One way Promise supports this goal is to provide opportunities at the Promise Treasures Thrift Shoppe, its longest-standing social enterprise, located at 3040 West New Haven Ave., West Melbourne.

Promise Treasures, which opened in October 2013, offers everything from boutique-style clothing, furniture, housewares and electronics to custom products made by the residents of Promise in Brevard, including soy-based candles, all-natural dog treats and art pieces. Since its opening, Treasures has leased the space it currently operates out of in West Melbourne.

To optimize the income and increase opportunity for its residents, Promise is launching a campaign to fund the purchase of a permanent home for the Promise Treasures Thrift Shoppe.

“Thanks to the generosity of Dr. Ravindran Palaniyandi and his wife, Ambika, Promise is able to kick-off the campaign with a \$200,000 donation that we have earmarked for this project, and we could not be more thrilled,” said Jeff Kiel, President/CEO of Promise. “I had the privilege of seeing what giving back to the community means to the Ravindran family when, as president and publisher of Florida Today, I presented Ambika with the Florida Today Volunteer Recognition Award as its 2015 Citizen of Year.”

“Our family has been so blessed to be part of this great Brevard community we have called home since 1989, and it is our pleasure to give back to an organization like Promise, which is doing so much for the special needs community,” said Ambika Ravindran. “I have seen first-hand what they are doing at Promise and am happy to get the word out about the decision we have made and encourage others who have the means to do the same.”

Promise is embarking on this campaign and will be pursuing support to make this dream come true. While this is just the start of the campaign, it comes at a time where there are extraordinary tax advantages for giving by the end of 2021 associated with the COVID-19 related CARES (Coronavirus Aid, Relief, and Economic Security) Act.

If you would like to learn more about Promise or are interested in supporting this campaign, please contact Promise Director of Development, Donna McWilliams, at (321) 722-7400, Ext. 103 or [donna@promiseinbrevard.com](mailto:donna@promiseinbrevard.com).

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About Promise, Inc.

*Established in 2009, Promise is a 501(c)(3) nonprofit organization with a mission to provide affordable, independent housing for individuals with cognitive and physical disabilities utilizing public and private partnerships to develop a model community. Located in West Melbourne, Florida, Promise in Brevard is home to 125 adults with special needs, while also offering vocational training and employment opportunities for its residents and an extensive resident community program featuring more than 60 on- and off-site activities per week, including life skills classes such as money management, nutrition, cooking, sewing and social skills. For more information about Promise and its mission of providing opportunities for individuals with special needs, please visit [www.promiseinbrevard.com](http://www.promiseinbrevard.com) and watch this video: <https://www.youtube.com/watch?v=IH5inD1cSdY&t=21s>*