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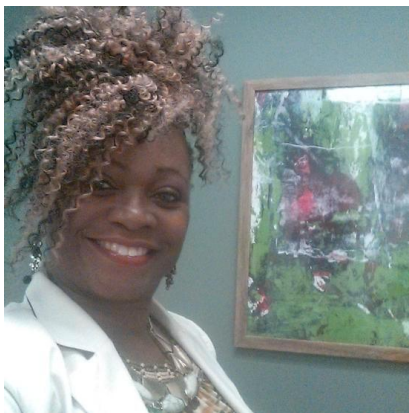
Website: <http://www.lightofgoldpr.com> and <https://bloomfieldsbestguides.com/>

Light of Gold PR creates Bloomfield's Best Holiday Guide to promote some of Bloomfield's finest new and existing businesses that have been impacted by the pandemic.

Bloomfield's Best Holiday Guide aims to become a key asset in increasing the exposure to small businesses and restaurants while also strengthening the community of Bloomfield through their thriving business scene.

Bloomfield, NJ - November 29th, 2022 - In the town of Bloomfield, New Jersey, there are many businesses and restaurants where residents and newcomers can encounter and enjoy new findings and experiences. With Bloomfield being home to a variety of businesses and restaurants, the promotion of diverse communities is one of the many notable values that Bloomfield upholds. With a diversity score of 99/100, Bloomfield embraces the different cultures that make up the town.

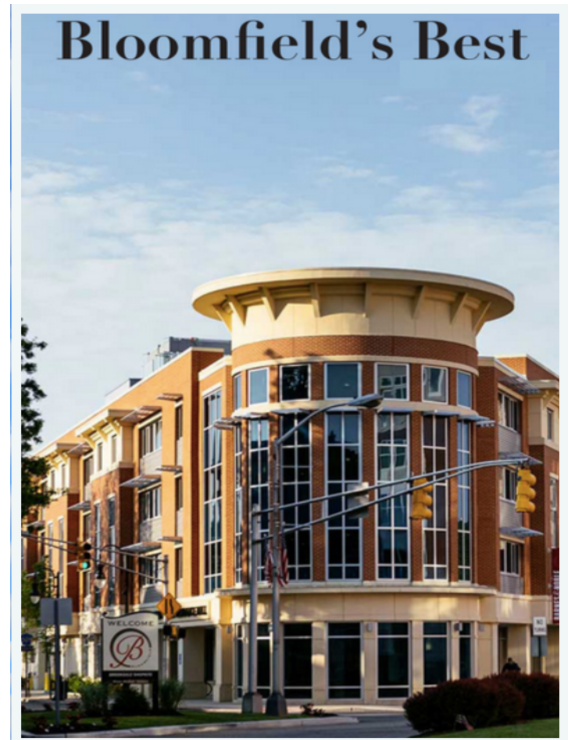
These businesses help play a crucial role in bringing different cultures together through their unique products, services, or dining experiences. Whether it be last minute gift shopping for the holidays or wanting to indulge in a new type of food with family, the town of **Bloomfield** has you covered!



Debra Dixon-Anderson, CEO and Founder of Light of Gold PR, decided to create **Bloomfield's Best Holiday Guide** to pave the way for residents and newcomers to discover the diverse culture of small businesses and community resources in **Bloomfield, NJ.**

The COVID-19 pandemic has had a huge impact on the business industry as a whole. In 2020, a

strict curfew was implemented along with other COVID-19 regulations, announced by Gov. Phil Murphy. As a result, it **negatively impacted** many businesses in Bloomfield, NJ, by forcing them to **close** (temporarily or permanently) as mentioned by *PNAS* (2020).



Bloomfield's Best Holiday Guide is a **pocket magazine** that will give **new and existing** businesses an opportunity to **promote** their small businesses to residents in the Bloomfield community just in time for the busy holiday season. The first business the **Bloomfield's Best Holiday Guide** had the honor of representing was **Q'enko Organic Cuisine, a Peruvian spot owned by Maria Verdezoto.** She is looking forward to the extra exposure for her restaurant, saying, *"I am so excited to be featured as the first advertiser*

in Bloomfield's Best Guides! I'm very thankful for this opportunity to showcase our very own authentic Peruvian food that is truly crafted with love and care."

Holiday season revenue accounts for up to **40%** of **annual sales** for most businesses, since everyone is looking for new places to shop, eat, and get gifts from for the holiday season. Our business guide will include **new dinner destinations, a beauty salon, and community resources** in **Bloomfield's** growing community.

What the Publisher, Debra-Dixon Anderson says about Bloomfield's Best Holiday Guide

"In this guide, we pave the way for residents and newcomers to discover and experience diverse cultures and cuisine through restaurant and business experiences in the Bloomfield, New Jersey, area. The COVID-19 pandemic has had a massive impact on the business industry, and we aim to provide exposure for new and existing businesses in the Bloomfield community impacted by the COVID-19 pandemic." - Debra Dixon

Anderson

What Ollyn Lettman, the Director of Bloomfield Center Alliance (BCA) says about Bloomfield's Best Holiday Guide

"The Bloomfield Center Alliance appreciates the opportunity this publication will bring to participating businesses and restaurants in promoting themselves through an entirely new and different platform. Marketing is key to the success of any small business, helping to attract new customers and increase brand recognition. With the continuing growth and expansion of Bloomfield's downtown community, I look forward to using this guide to direct residents to our area businesses, restaurants, and resources." - Ollyn

Lettman

Bloomfield's Best Holiday Guide will be published and distributed on Monday, December 5th, 2022!

Check out our website: <https://bloomfieldsbestguides.com/>

Instagram: [@bloomfieldsbestguides](https://www.instagram.com/bloomfieldsbestguides)

For more information, feel free to email us at info@lightofgoldpr.com or info@bloomfieldsbestguides.com

or call us at 212-786-6838.

ABOUT LIGHT OF GOLD PR, MARKETING, AND CONSULTING LLC:

Light of Gold PR, Marketing, and Consulting LLC, is a **16-year-old** boutique PR Firm that specializes in public relations, marketing, brand management, media relations, promotions, reputation management, writing and content, web development, and digital and technology. We shed light on the gold in organizations, businesses, and individuals. It exposes the hidden treasures that exist in an organization and brings these treasures to light through. **Light of Gold PR, Marketing, and Consulting's No. 1 goal** is to position its clients for success. For more information, please visit www.lightofgoldpr.com and www.stayingtruetoibrandyou.com