

**FOR IMMEDIATE RELEASE**

September 23, 2022

## **Mayor Joe Hogsett awards Certified Vendor of the Month to LiftOff Creamery**

*City of Indianapolis Office of Minority and Women Business Development kick off Vendor of the Month initiative with Black-owned small business*

**INDIANAPOLIS** – On Friday, September 23, Mayor Joe Hogsett awarded LiftOff Creamery as the City of Indianapolis Office of Minority and Women Business Development (OMWBD) Certified Vendor of October 2022.

“As our first-ever Vendor of the Month, LiftOff Creamery exemplifies what is so valuable about diversely-owned local businesses,” said Mayor Joe Hogsett. “This one-of-a-kind ice cream parlor reflects not only its owner’s love of flight, but also offers tasty options to nearby students, residents, and visitors to the Old Northside.”

LiftOff Creamery, located at 111 E 16th St. Ste 105, is a Minority-Business Enterprise certified with OMWBD since 2020. The owner Ryan Lynch's experience as an active commercial airline pilot inspired the aviation-themed ice-cream parlor that offers ice cream, desserts, and shaved ice in Herron-Morton. Ryan has a devotion to youth mentorship and entrepreneurship and provides an after-school work program to teach younger generations the basics of running a small business. Ryan also founded the National Aviation Youth Resources (NAYR) Foundation, a nonprofit devoted to teaching youth about the Aviation industry.

“I am grateful and happy to receive this award from the city I admire so much,” said owner Ryan Lynch. “I hope to continue my work for the community through my business and my nonprofit and be able to connect with more youth and help them achieve their ultimate career goals.”

The Vendor of the Month initiative was created by OMWBD to bring additional attention to certified minority, women, veteran, and disabled-owned business enterprises (XBEs) that are making a positive difference across Indianapolis neighborhoods. LiftOff Creamery was chosen to be the OMWBD Vendor of October 2022 due to their mentorship with Indianapolis youth. To view a complete list of certified XBE vendors/businesses with OMWBD, view the September 2022 XBE Directory.

“The Office of Minority and Women Business Development is committed to serving our certified minority, women, veteran, and disabled-owned business enterprises (XBE’s). The Vendor of the Month is an initiative to support this commitment and fulfill our mission by highlighting and showcasing our diverse vendors,” said David Fredricks, director of OMWBD. “We could not have chosen a better first Vendor of the Month than Ryan Lynch and LiftOff Creamery. OMWBD is proud to have the opportunity to highlight Ryan’s commitment to youth mentorship and development.”

Businesses interested in becoming certified as a Minority Business Enterprise, Woman Business Enterprise, Veteran Business Enterprise, or Disabled-Owned Business Enterprise can learn more about the process and connect with OMWBD here.

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**About City of Indianapolis Office of Minority and Women Business Development:**

The Office of Minority and Women Business Development (OMWBD) is committed to serving businesses owned by minorities, women, veterans, and people with ADA disabilities. The agency helps you access contract opportunities from the city, county, municipal, and privately funded projects in Central Indiana.

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