



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Freshii Opens in Downtown Royal Oak

February 5, 2018—Royal Oak, MI— Located at 304 South Main Street, Downtown Royal Oak's newest business, Freshii, opened on Monday, February 5 at 8:00 a.m. Freshii is a fast-casual restaurant chain that is committed to making healthy food convenient and affordable.

Tina Franceschina is the owner of the new location, "Royal Oak community felt like the perfect place to grow the Freshii brand because of the health-conscious and active people who live, work and play here every day."

Downtown Manager Sean Kammer is excited to see the new business open next week, "New restaurants see Royal Oak as a desirable place to launch. I'm very pleased that Freshii has brought its passion for a healthy lifestyle to our community. I really think our community should do more to highlight its strong culinary arts foundation and Freshii does just that."

Freshii joins a number of other new businesses coming to downtown Royal Oak. Many businesses have opened downtown since late 2017, including Paper Trail Books, Taco Bell Cantina, Old Detroit City Grille, Atelier Art Studio, while several others are in the process of opening like Cream Blends, which opens on February 10. This speaks to entrepreneurs' continuing interest and optimism in Downtown Royal Oak as a place to do business.

About the Royal Oak Downtown Development Authority

The Downtown Development Authority's (DDA) mission is to promote economic growth and revitalization in Downtown Royal Oak.

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