

## **Nonprofit Whedco working to help South Bronx businesses thrive**



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A nonprofit organization is working to help businesses in the South Bronx thrive.

Whedco helps with advertising, creating an online presence, and connecting with the community. Now, its help is being given virtually.

"This thing has been insane, everyone has been so hard hit but especially these businesses that were in the neighborhood that were just getting by in profits and making rent and everything," said Senior Program Manager Yesmin Vega.

Juiceade has been in the neighborhood for just about two years before the coronavirus pandemic hit. It is a small business serving healthy smoothies and juices. Juiceade says that with the help of Whedco, it has been able to play a crucial role in the community.

Link: <http://bronx.news12.com/story/42190470/nonprofit-whedco-working-to-help-south-bronx-businesses-thrive>