



FOR IMMEDIATE RELEASE

**California Business Day in Sacramento recognizes innovation  
Picasso's Café, Bakery & Catering Co. Recognized as Small Business of the Year**

Irwindale, CA. (May 28, 2009) –A crowd of 500 business leaders, legislators, corporate partners, and small business dignitaries applauded as Picasso's Café, Bakery & Catering Company was honored as "California Small Business of the Year" for District 57. Vincent DeRosa, owner, received this special recognition from local legislator Assemblyman Ed Hernandez to applaud a single district-based small business for exemplifying the contributions of the California's 3.7 million small business owners to the California economy.

The award was announced on May 28th at the annual California Business Day in Sacramento, and Picasso's Café, Bakery & Catering Company joined small business of the year identified in each of 80 state legislative districts. Scores of legislators joined in chorus to salute the spirit of entrepreneurship among California's small business owners and operators throughout the day-long event. "We were humbled to have been selected for this award and it is a tribute to our employees, customers, and community," said DeRosa.

"This special event when government, business, associations and community come together to honor the small business contributions of innovation, job creation and economic growth to the State of California," said Betty Jo Toccoli, President of the California Small Business Association, on behalf of the two-dozen small business organizations hosting the event.

Small businesses serve as the primary economic engine that drives the state's economy. Over one-half of Californians employed in the private sector work for a small business. The state's small firms produce more new jobs, more inventions, and more patents, than any other size company in California or any other state in the nation.

**About Picasso's Café, Bakery and Catering Co.**

*As the community's largest local private catering company with over 20 years of business, Picasso's is focused on providing you, our dining guests in Irwindale and catering guests worldwide, with quality food products and events, consistent service, and all at a competitive price. Picasso's commitment is to be an active responsible leader in the community and to support the personal and professional growth of the underprivileged of all ages locally. In addition, Picasso's commitment is to express gratitude daily by being a shining example of the restaurant industry through our catering donations, monetary sponsorships, volunteer work and support of local nonprofit groups and organizations and nationwide relief efforts. For more information, visit [www.PicassosCafe.com](http://www.PicassosCafe.com).*

**About California Small Business Association**

*The CSBA was founded as an outgrowth of the 1980 White House Conference on Small Business and is a grass-roots, volunteer driven, non-profit small business advocacy organization. The CSBA's mission is to provide small business with a meaningful voice in state and federal government. For more information, visit [www.CBSA.com](http://www.CBSA.com).*

**For more information, please contact:**

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