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## **Hayward launches #TogetherForTennyson business directory and promotional campaign**

**HAYWARD, Calif.**, Nov. 24, 2020—The Tennyson Road corridor of South Hayward is the focus of a new online business directory and promotional campaign showcasing the corridor’s diverse array of restaurants, grocery stores and retail shops.

The new Together for Tennyson business directory and campaign is an initiative of the Hayward Economic Development Division and urges local support for the corridor’s many minority-owned and independent small businesses.

Hayward residents are invited to travel the globe while exploring Tennyson’s multitude of international dining spots and ethnic markets for take-out eating and to pick up ingredients to try out new dishes at home.

The directory can be found online on a new [www.hayward-ca.gov/together-tennyson](http://www.hayward-ca.gov/together-tennyson) webpage, where businesses and customers can share photos of locations—and also are encouraged to share and post photos on social media using the hashtags #TogetherForTennyson and #TennysonThrives.

The directory, which is divided into three geographical segments and contains links to business websites and Yelp and Facebook pages, is not exhaustive and is considered a work in progress. To add a business, please send an email to [economicdev@hayward-ca.gov](mailto:economicdev@hayward-ca.gov).