

South Riding

MAGAZINE

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Board of Directors Call for Candidates

SEE PAGE 11

2019 South Riding Events Calendar

SEE PAGE 28



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PHOTO CREDIT: LAKSHMI S RAGHAVAN

SOUTH RIDING JUST GOT A WHOLE LOT COOLER!

“These funds will be used to add to our classroom library, as well as buy materials so that my students can be as successful as possible this year in kindergarten,”

KONA ICE OF SOUTH RIDING IS FOCUSED ON GIVING BACK TO THE COMMUNITY

Bringing tropical tunes and cups of shaved ice everywhere it goes, Kona Ice of South Riding is introducing the area to its distinctive blend of entertainment and gourmet frozen treats. Dean Moore, owner of Kona Ice of South Riding, understands the importance of giving back to the community – and his new business allows him to do just this.

Kona’s community-focused mottos of “Be Good, Do Good, For Good” and “More Than Ice” drew Moore to the Kona franchise family.

Moore just started his Kona business at the end of July and has already been able to give back more than \$3,000 to South Riding area schools, churches and non-profit organizations. He has already funded seven local teachers through Kona’s national partnership with AdoptAClassroom.

“These funds will be used to add to our classroom library, as well as buy materials so that my students can be as successful as possible this year in kindergarten,” said Liberty Elementary kindergarten teacher Bria Washington. “Your support means the world!”

For 2019, Moore plans to incorporate another incredibly successful Kona program “Cans for Kona” to help take school food drives to the next level by incorporating fun competition and incentives for students, teachers and the school. The kids learn the importance of helping those in need in their community and support their school by purchasing Kona’s on the last day of the food drive.

To learn more about Kona Ice of South Riding and how to raise money for your school, church or other organization, contact Dean Moore by email at dmoore@kona-ice.com or by phone at **703-403-4616**.



DEAN MOORE, a 17-year resident of South Riding, is the owner of Kona Ice of South Riding, a mobile shaved ice franchise that has more than 1000 franchise units in 49 states. A true community ally renowned for facilitating endless fundraising options, Kona Ice has given more than \$60 million back to neighborhood schools, organizations and teams since its inception in 2007.

