

**FOR IMMEDIATE RELEASE**

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### **Little Mexico in the Heart of Crawfordsville**

While performing outreach activities, such as educating about the dangers of Second hand smoke and promoting the Indiana Tobacco Quit Line, with Latino businesses in Crawfordsville, Indiana the staff of the Indiana Latino Institute, Inc. stopped by Little Mexico Restaurant. The restaurant is located at 221 East Main St., Crawfordsville, Indiana and is owned by Irma and Ignacio Bravo.

In 1991 they were living and working in Chicago for a company, Crawford, which had facilities in Chicago, IL and in Crawfordsville, IN. When the Chicago facility closed only five employees were relocated to Crawfordsville, Indiana. Included in those five were Irma and Ignacio Bravo who relocated bringing with them their four children: Ana, Claudia, Lucero, and Ignacio. At that time there were only three Latino families living in Crawfordsville. Every day that Irma went to work she brought her lunch that she had prepared (Mexican food) and shared it with her co-workers. Everyone told her that she should open a restaurant because her food was so delicious.

In 1993, three years after the move to Crawfordsville, Irma and Ignacio open Little Mexico Restaurant, with the help of her brother-in-law, who was also an owner of a Mexican restaurant in Virginia. He told Irma that her idea was not going to work because they were few Latinos in the area. To their surprise, when they opened the restaurant for business there were lines of people waiting outside to be seat. Now they own three Little Mexico Restaurants; one in Lafayette, one in Greenwood, and the other in Crawfordsville, Indiana.

During this visit the Indiana Latino Institute, Inc (ILI) staff shared information with the Bravo family regarding studies that we examined for the 2006 Surgeon General's Report which concluded that, "Evidence from peer-reviewed studies shows that smoke free policies and regulations do not have an adverse economic impact on the hospitality industry." The Bravo family stated they would be supportive of a comprehensive smoke free ordinance in their area if it included all business.

ILI would like to thank the Bravo's for taking time to hear about the dangers of Second hand smoke and promoting the Indiana Tobacco Quit Line for themselves, their family and their patrons.

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For more information on these outreach activities or information in Spanish on how to quit smoking contact the Indiana Latino Institute, Inc. 317-472-1055 or visit our website at [www.indianalatin.com](http://www.indianalatin.com).

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