



*P*roclamation

Queen's Shoes & More

January 19, 2021

- WHEREAS,** Sindy Hernandez, founder and owner of Queen's Shoes & More, immigrated to Watsonville from a small town in Michocán, México at the age of 14; and
- WHEREAS,** Queen's doors first opened on April 28, 2007 with the goal of bringing timeless fashion of high quality at reasonable prices to the community; and
- WHEREAS,** the idea for Queen's was born from Sindy's love of fashion, and her desire to showcase her own clothing line, SINDY Collection, which she designs and is then produced locally in Watsonville and Salinas; and
- WHEREAS,** every year Queen's hosts a fashion show and Shopping for a Cause event, now known as Fashion Cares, to bring awareness about the various local non- profits; and
- WHEREAS,** Queen's uses this event to adopt a different organization each year and raise funds through Shop for a Cause, and invites representatives of said organization to attend the event and educate them about what they do for the community and how Queen's can help; and
- WHEREAS,** this event hosts over 100 attendees yearly, helping several institutions such as CASA of Santa Cruz County, Jacob's Heart, Angel Warriors for Kids, Monarch Services, Pajaro Valley Shelter Services and FIT, among others; and
- WHEREAS,** being unable to hold the event in 2020 due to the pandemic, Sindy created Masks for a Cause after seeing the need for reusable masks early in the year; and
- WHEREAS,** Sindy put her sewing machine to work, making over 200 masks to donate to organizations and essential workers alike; and
- WHEREAS,** with the high demand, Sindy and three of her employees have produced over 5,000 masks, selling them both in-store and online, and allotting a percentage of profits to their Fashion Cares fund; and
- WHEREAS,** thanks to this, Queen's was able to partner with Families in Transition in April and adopt families in need for Christmas; and
- WHEREAS,** Sindy is confident they will survive these unprecedented times with the continued support of her customers, who are an integral part of the Queen's family.

NOW, THEREFORE, I, Jimmy Dutra, Mayor of the City of Watsonville, in the State of California, on behalf of the City Council hereby recognize Sindy Hernandez and Queen's Shoes & More for their valuable contributions to the community and wish them continued success in the future.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of Watsonville to be affixed this 19th day of January, Two thousand and twenty one.


Jimmy Dutra, Mayor

WATSONVILLE, CALIFORNIA

