

Hello and welcome to the first of many blog entries for the Spring 2023 Internship course section. My name is Angela Alvarez, a senior in Communication Design with a June 2023 expected graduation. For this semester's internship, I began my explorations in Fall 2022. I applied to many internships, and was successfully accepted into CUNY's Spring Forward program, taking place between the end of February and May. The internship is paid, and hundreds of students had the chance to interview with the participating companies and businesses in collaboration with CUNY. I interviewed with about 8 companies, and when choosing my rankings, I listed an interview with Hustle + Flo as my first choice. After waiting anxiously for several days, I was successfully accepted to my first choice. Hustle + Flo is a latina and women-owned company who primarily focuses on creating a community of people's wellness in mental health through events, partnerships and cbd plant products. The company is quite small as it is a private, local, growing business (it was founded under 2 years ago), but I will be working alongside other interns for the next couple of weeks. My department will be focused on Marketing, which will involve on building the brand's advertising, website and event goals.

Since Hustle + Flo is a new, small business, there are not too many news articles on the company yet, for the exception of one by "Budega". For the secondary slot, I will discuss a blog post from the Hustle + Flo website.

"Budega NYC" is a lifestyle blog that has a focus on the celebration of the cannabis plant and is based in New York City. The blog focuses on the topics of mental health outreach, restorative justice, and overall health and wellness, plus, its NYC focus allows for the celebration of entrepreneurs and community here in the city. Hustle + Flo is the topic of discussion in Budega's September 12th, 2022 post: "HED: How A First-Generation Latina Grew Her Name In The Cannabis Industry" In this blog is an engaging conversation with H+F's founder, Jamie Galvis, where she discusses the journey she took to the foundation of her business, what it's like being a first-generation business owner, and the impact of CBD for mental health awareness. The foundation of H+F's journey took place many years ago when Galvis discovered the benefits in using CBD rather than prescribed medications that caused extremely harmful side effects. In H+F's blog post "CBD & Sleep", Cristina Iraheta discusses the natural benefits in using CBD as a sleep aid for those who suffer from conditions such as insomnia, anxiety, and pain. There are a number of ways that it can be consumed, which allows for its versatility and acceptance. Especially when used as a sleeping aid, its forms can come in tinctures, gel capsules, inhalants, balms, and even teas that you can drink.

The biggest challenge that H+F has faced has been running the business and hitting financial roadblocks. With perseverance, clarity and the building of community, the vision will continue to come true for Hustle + Flo.