



U.S. Small Business  
Administration

# NEWS RELEASE

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## MASSACHUSETTS DISTRICT

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### **Renee King Diaz Named Young Entrepreneur of the Year** **Worcester-based company started in her parent's kitchen**

**BOSTON** – The Small Business Administration (SBA) has named Renee King Diaz the 2019 Young Entrepreneur of the Year for Massachusetts.

The Queen's Cups, Renee King Diaz earned the recognition for rapid growth in revenue and job creation. The company is a 100% woman-owned business located in the historic Canal District of Worcester. Diaz started out of her parents' Millbury kitchen shortly after graduating from Worcester State University in 2012.

*"It's an honor to recognize Renee for her vision to expand The Queen's Cups brand and grow her business in central Massachusetts," said SBA Massachusetts District Director, Robert Nelson. "We're excited to see her take it to the next level after graduating from the Emerging Leaders program. Congratulations to The Queen's Cups for maintaining excellence and representing the best of Worcester!"*

In 2017, by the end of the first year - the number of employees had grown from 9 to 25, and revenue had tripled, with 10% annual growth projected for the next five years. The Queen's Cups was also voted "Best Cupcakes" and "Best Desserts" in the Best of Worcester awards for the past three years in a row. The shop has been featured on the Phantom Gourmet and Channel 5's Chronicle.

*"I am honored to be named the Young Entrepreneur of The Year," said President and Owner, Renee King Diaz. "Without the help of the SBA, I would not have been able to obtain a loan to help my business grow or take a leadership class to make me stronger as a business woman. Because of these opportunities, my business is the best it's ever been."*

Diaz utilized SBA counseling services and access to capital to grow her business. Diaz received mentoring from Financing Specialist Paula Camara (retired) at the Massachusetts Small Business Development Center Central Regional Office at Clark University. In 2017, Diaz took out an SBA loan which helped The Queen's Cups relocate to Downtown Worcester. In 2018, Diaz also participated in the inaugural Emerging Leaders Initiative which was held in Worcester for the first time ever.

Diaz is part of the Worcester State University's Foundation Board. She is also the Millbury JV girls' basketball coach for the past 11 years.

Diaz was nominated by Alison Berglund, Instructor for the SBA Emerging Leaders Initiative.

Renee King Diaz will be honored at the annual SCORE Boston / SBA awards luncheon along with other 2019 Massachusetts Small Business Week winners at Assumption College on Wednesday, May 8th, 2019.

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**About the U.S. Small Business Administration**

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start and grow their businesses. It delivers services to people through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit [www.sba.gov](http://www.sba.gov).