



NEWS RELEASE

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FOR IMMEDIATE RELEASE

Menifee Announces Passport to Menifee to Support Small Business Saturday

Menifee, CA - For retailers, the days after Thanksgiving have become some of the most critically important shopping days of the year. Between Black Friday and Cyber Monday, the City of Menifee and the Menifee Valley Chamber of Commerce encourage the community to participate in “Small Business Saturday” on November 30. The national initiative encourages shoppers to support local businesses in their communities and has been held on the Saturday after Thanksgiving since 2010.

The City of Menifee is also partnering with the Menifee Valley Chamber of Commerce to promote Menifee’s small business community through the “Passport to Menifee” Program. The “Passport to Menifee” is a passport-like brochure that includes participating businesses and retailers, that users will be encouraged to shop at during the month of November. Once residents have shopped at the included locations, they will be given a “Passport sticker” from the participating business to place on the provided pages within the brochure, functioning much like a passport.

The program will run throughout the month of November, starting November 1 and concluding on Small Business Saturday on November 30. Participants can turn in the completed passport for a chance to win a raffle basket of goodies from the participating businesses valued at \$500.

The “Passport to Menifee” brochure will be available at several locations throughout the City, such as City Hall, the Menifee Valley Chamber of Commerce, and the participating businesses (until supplies last). Completed Passports can be turned in at either the Menifee Valley Chamber of Commerce (29737 New Hub Dr #102) or City Hall (29844 Haun Road) by December 2.

“The Passport to Menifee Program is a fun, interactive opportunity to support our local businesses,” said Mayor, Bill Zimmerman. “In addition to Small Business Saturday, we’re encouraging residents to shop locally in Menifee, generating tax funding that remains here in Menifee to help maintain vital City services such as public safety and critical infrastructure needs.”

For additional information about the Passport to Menifee program, or how you can sign your business up for next year’s program, please contact Gina Gonzalez, Economic Development Director at (951) 672-6777 or by email at GGonzalez@cityofmenifee.us or Tony Lopiccolo, Menifee Chamber Executive Director, at (951) 672-1991 or ED@menifeevalleychamber.com.

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ABOUT MENIFEE: *Situated in the heart of southern Riverside County along Interstate 215, Menifee is a vibrant, new city of more than 94,000 residents who enjoy a pleasant year-round climate, abundant recreational offerings, reasonably priced housing and convenient proximity to some of Southern California’s premiere attractions and employment centers. Within its 50 square miles, Menifee’s business, retail and entertainment outlets are starting to shape the community’s character and this growing economic base is also contributing favorably to the city’s strong financial position. Menifee’s growing family-oriented population values the city’s ongoing commitment to public safety, community events and smart growth for the future. All of these elements are working together to support the city’s strategic vision to make Menifee one of the state’s most promising new cities.*