



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Assemblymember Seyarto Selects Menifee Business as the 67th District's Small Business of the Year

MENIFEE, CA– Today, August 18th, 2021 Assemblymember Kelly Seyarto (R-Murrieta) announced in a press release the selection of longstanding Menifee small business, Menifee Bicycles, Inc. as the 2021 Small Business of the Year for the 67th Assembly District which includes the cities of Canyon Lake, East Hemet, French Valley, Hemet, Homeland, Lake Elsinore, Lakeland Village, Menifee, Murrieta, Nuevo, Temescal Valley, Wildomar, and Woodcrest.

“Every year, in celebration of California Small Business Day, the California Small Business Association encourages legislators to select a small business from their district to recognize for their contributions to their local community and economy.

“It is vital that we recognize the importance of our small businesses, especially after this past year,” said Assemblymember Seyarto. “These businesses, and more importantly the people and the families behind them, keep our communities strong and help our local economies prosper. The Menifee Bicycles family has been serving our district for generations, and it is my pleasure to honor and thank them with this award.”

Menifee Bicycles, Inc. is a family-owned business that has been serving Southwest Riverside County since 1982. In addition to selling and repairing bicycles, they have donated their products and services to a number of schools, law enforcement agencies, and local charities. They have a 5-star rating on YELP, and were honored by the City of Menifee in 2019 with the Menifee Business Spotlight Award.

“My family and I are so honored to receive this award from Assemblymember Seyarto,” said owner Craig Cooper. “We have been proudly serving and supporting the City of Menifee and our surrounding cities for decades, and we look forward to continuing to offer quality and friendly service to all of our customers.”

This year, California Small Business Day is August 18th. The California Small Business Association hosted a Small Business of the Year Awards Luncheon in Sacramento, where Assemblymember Seyarto formally honored Mr. Cooper and the team at Menifee Bicycles, Inc.” stated the press release.

“It is wonderful to witness Craig Cooper and his family being honored for all their contributions to the Menifee community and Assembly District. Menifee Bicycles is a longstanding small business in Menifee that goes above and beyond the call of business very regularly. They often are seen giving back to our youth, our schools, our non-profits, over and over,” said Mayor Bill Zimmerman.

To learn more about Assemblymember Kelly Seyarto please visit: [AD67 | KELLY SEYARTO \(asmrc.org\)](#) or to learn more about Menifee Bicycles, please visit: [Menifee Bicycles | Bike Shop | Menifee, CA](#).

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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 100,000 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.*