



# NEWS RELEASE

CONTACT: Philip Southard  
Public Information and Legislative Affairs Officer  
PHONE: (951) 746-0654  
EMAIL: [psouthard@cityofmenifee.us](mailto:psouthard@cityofmenifee.us)

## New. Better. Best.

### FOR IMMEDIATE RELEASE

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#### **Pete's Music & Guitar Shop Selected as Menifee's January Business Spotlight**

*Since 2001, Pete's Music and Guitar Shop has built a reputation for offering unique and unusual items that may not be found anywhere else.*

**MENIFEE, CA** – The City of Menifee is thrilled to announce “Pete’s Music & Guitar Shop” as the City’s January Business Spotlight, a program that is a part of the Economic Development Department’s B3 (Building Better Businesses) program.

Pete’s Music opened in Menifee in 2001 and has been serving the community for over 20 years. This dynamic business is a one-stop shop, full-service music center that not only sells instruments of almost every kind, but also specializes in repairs, rentals, and lessons as well as buys unused or unloved instruments. Pete’s Music aims to offer unique and unusual items that may not be found anywhere else, making it one of Menifee’s unique retailers and a regional shopping destination. Pete’s Music added a second location in Temecula in 2002.

Music education is an important aspect of providing children with a well-rounded education and assists them in growing self-esteem, building essential skills and preparing for bright futures. Knowing the value of teaching music to our youth, Pete’s Music is proud to serve the Menifee Union School District, which has over 10,000 students, with the instruments and repairs for their music programming in the district.

“Pete’s Music has been a staple in Menifee for over two decades and has invested significantly into our community over the years,” said District 1 Councilmember Bob Karwin. “It’s always a pleasure to highlight forward-thinking businesses that saw the value of choosing Menifee even before its incorporation.”

For more information about Pete’s Music & Guitar Shop, please visit [www.petesmusic.com](http://www.petesmusic.com). To view Pete’s Music & Guitar Shop spotlight video, please visit <https://youtu.be/9xc8k9K4kqQ>.

The City of Menifee Business Spotlight is part of the Economic Development Department’s B3 (Building Better Businesses) program, which aims to showcase local businesses that go above and beyond the call of business, foster pride in Menifee’s thriving business community and promote diversity in Menifee’s local economy. The “Business Spotlight” is a free business recognition program with the purpose of creating awareness for the variety of local businesses and their contributions to the Menifee Community. Chosen applicants, who are nominated by the community, are honored during a special presentation at a City Council Meeting and receive a free 30-second professional video developed by the Department of Economic Development and their team that is showcased on the city’s business website - [www.menifeebusiness.com](http://www.menifeebusiness.com).

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Nominations are encouraged to recognize businesses in Menifee that contribute to the betterment of the Menifee community. Please visit the link below to apply:  
<https://www.cityofmenifee.us/499/Menifee-Business-Spotlight-Program>.

For more information on the Business Spotlight program, or other resources available to Menifee businesses, please contact the Economic Development Department at [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us).

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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.*