



# NEWS RELEASE

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**New. Better. Best.**

## FOR IMMEDIATE RELEASE

February 17, 2022

### **Blitzer's! Premium Frozen Yogurt Honored as Menifee's February Business Spotlight**

*Blitzer's! not only provides premium quality frozen treats, but also inspires acts of kindness through their local sponsorships and community service programs.*

**MENIFEE, CA** – The City of Menifee is thrilled to announce "Blitzer's! Premium Frozen Yogurt" as the February 2022 Business Spotlight, a program that is a part of the City's Office of Economic Development's B3 (Building Better Businesses) program.

Blitzer's! opened in July 2018 at the Shoppes at the Lakes (29101 Newport Rd #103). Their self-serve shop offers a unique fun and family-friendly experience and is committed to quality customer service. All their premium quality ingredients are made with real dairy, fresh fruit purees, and probiotics specially blended into a smooth and creamy yogurt. There is something for just about everyone, from yogurts and custards to gelatos and sorbets to even non-dairy yogurts.

Owners Roger & Rhonda Copp, proud Menifee residents, are highly involved in the community and support local schools, PTA's, booster clubs, non-profits, community groups, youth sports, and residents in need. They donate 1,700 "Super Student" certificates to Menifee Union School District twice a year and even created an annual "It's Cool to Be Kind Campaign", which awards a winning school for their acts of kindness with an ice cream party and a \$500 prize. Additionally, the Copps also founded "Menifee's Kindness in Action – Junior Award" to recognize kids doing exceptional work and deeds in servicing the community and who go above and beyond the call of kindness.

"Blitzer's! focus on spreading kindness throughout Menifee does not go unseen and we appreciate them being a pillar for goodwill in our community," said Councilmember Lesa Sobek. "Roger and Rhonda continually go above and beyond the call of businesses to support Menifee and be of service to others. My City Council colleagues and I are proud to have them as part of our community and are thrilled to honor them with this designation."

For more information, please visit [www.blitzersyogurt.com](http://www.blitzersyogurt.com) or call (951) 679-7709. To view "Blitzer's! Business Spotlight Video, [click here](#).

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.*