



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Menifee to Celebrate Riverside County's "Innovation Month" in April

The City of Menifee will host a variety of events and workshops to continue the cultivation of innovation in the southwest Riverside County region.

MENIFEE, CA – In honor of the annual Riverside County Innovation Month hosted in April, the City of Menifee will be partnering with neighboring cities and agencies to host innovation-themed events, workshops, and meetings to enhance the momentum of innovation and celebrate the spirit of start-ups and entrepreneurship, while also highlighting the value they add to the community.

Upcoming events in April include:

- **Southwest Region Quick Pitch Competition (Monday, April 4, 11:30 a.m. to 1 p.m.)**
Innovation Month will kick off with the Southwest Region Quick Pitch Competition hosted by the cities of Menifee, Wildomar, Temecula, and Murrieta. This event gives startups five minutes in front of a panel of regional judges with the opportunity to win a grand prize of \$1,000. The event will include special guest judge Hans Dose, Menifee resident and entrepreneur, who was a recent Shark Tank winner for his Tenikle Octopus Mount. The winner will also be entered in the County Regional competition with an opportunity to win \$30,000 in prizes at the Riverside County Innovation Month Grand Finale event. The Southwest Region Quick Pitch Competition will be held at Menifee City Hall, 29844 Haun Road, Menifee, CA 92586. To register, [click here](#) to fill out the application & email it to Scott Agajanian at Sagajanian@MurrietaCA.gov by Friday, April 1.
- **Demystifying QuickBooks Online (Thursday, April 7, 1 p.m. to 3 p.m.)**
Inland Empire Small Business Development Center will be hosting "Demystifying QuickBooks Online" for businesses and individuals interested in transitioning to QuickBooks or those who have been utilizing the platform but want additional clarity on how to use it correctly are invited to join. This free event will be held at Menifee City Hall, 29844 Haun Road, Menifee, CA 92586. For additional information or to register online visit: <https://ociesmallbusiness.org/events/demystifying-quickbooks-online-menifee/>
- **TECHSouthwest (Tuesday, April 26, 3:30 p.m. to 5 p.m.)**
TECHSouthwest invites technology, education, and private-industry professionals to come together as a unifying voice for Southwest Riverside County's technology community, fostering growth and business acceleration through collaborations between industry, education, and government. This council is the largest THINK TANK in Southwest Riverside County focusing on the real needs of small-to-mid-sized tech-focused companies, which contributes greatly to our region's flourishing Innovation Hub. The event is hosted by the Economic Development Coalition (EDC) at Azusa Pacific's Meeting Space, 40508 Murrieta Hot Springs Road, Murrieta, CA 92563. To RSVP or for more information please email cstopher@edcswca.com or econdev@cityofmenifee.us.

(Cont.)

- **eCommerce Optimization: Social Commerce (Thursday, April 28, 11 a.m. to 1 p.m.)**
The “eCommerce Optimization: Social Commerce” course hosted by the Inland Empire Small Business Development Center will discuss optimizing the eCommerce experience through presence on social media platforms and reaching customers online. These platforms provide the opportunity to strengthen relationships by engaging with customers and showcasing products in a very visual and compelling way. Platforms include Facebook Marketplace, Instagram Shop, Yelp, Google Business Profile, NextDoor, Craigslist, Groupon, and more. For more information or to register visit www.inlandempiresbdc.org. This event will be held at Menifee City Hall, 29844 Haun Road, Menifee, CA 92586.

“The City of Menifee works diligently to ensure our businesses have the tools and resources they need to innovate and stay ahead of the latest technology trends,” said Menifee Economic Development Director Gina Gonzalez. “We are thrilled to once again join with our southwest Riverside County partners to encourage and promote Innovation Month in our region.”

For more information on how the City of Menifee continues to cultivate innovation within the city and with its business community, please contact the Office of Economic Development at EconDev@cityofmenifee.us or visit www.MenifeeBusiness.com.

For additional regional Innovation Month events in Riverside County, please visit www.rivcoinnovation.org.

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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.*