



# 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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#### **California Coast Credit Union Recognized as Menifee's September Business Spotlight**

*The longstanding financial institution has served local communities for nearly a century and has committed to making a positive impact on Menifee's current and future generations.*

**MENIFEE, CA** – The City of Menifee is thrilled to announce California Coast Credit Union as the September Business Spotlight, a program that is a part of the city's Economic Development Department's B3 (Building Better Businesses) program.

California Coast Credit Union is the longest-serving financial institution based in San Diego County. It was established in 1929 by San Diego teachers and now serves close to 200,000 members. The credit union is a non-profit organization and provides no-cost financial education for adults as well as youth.

The longstanding institution chose to expand to Menifee based on the city's growing, diverse, and vibrant community. California Coast Credit Union is a values-based organization known for supporting the communities they serve, and after seeing the Menifee community's support for its residents and businesses firsthand, they confirmed the city was the perfect fit for their organization.

California Coast Credit Union and their associates' passion to support the community is evident through their steadfast presence in Menifee clubs, events, and everything in between. Dedicated to the betterment of future generations, the credit union donates basketball scholarships to Paloma Valley High School, their associates have coached a Menifee youth basketball league, and helped run a concession stand for a fundraising event at Hans Christensen Middle School. The non-profit organization also regularly promotes the importance of health. They participated in Santa Rosa Academy's 5K run, provided space outside their office to host the Menifee Fresh Food Cooking Event, and their team has participated in community clean-up events.

"California Coast Credit Union has made its presence in Menifee known through an unwavering commitment to the city's youth, health, environment, and financial education," said District 1 Councilmember Bob Karwin. "Thank you, California Credit Union, for investing in Menifee's growing community and for always going above the call of business."

For more information about California Coast Credit Union, please visit [www.calcoastcu.org](http://www.calcoastcu.org). To view the California Coast Credit Union spotlight video, please visit <https://www.youtube.com/watch?v=5AEqjcvMB9M>.

The City of Menifee Business Spotlight is a free business recognition program to create 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 Economic Development Department showcased on the city's business website - [www.menifeebusiness.com](http://www.menifeebusiness.com).

(Cont.)

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.

Nominations are encouraged to recognize businesses in Menifee that contribute to the betterment of the Menifee community. Please visit the link below to apply:

[www.cityofmenifee.us/BusinessSpotlight](http://www.cityofmenifee.us/BusinessSpotlight).

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 premier 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.*