



# NEWS RELEASE

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## New. Better. Best.

### FOR IMMEDIATE RELEASE

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#### **Menifee Passport Shop Local Campaign Goes Digital**

*Residents are encouraged to shop local via Menifee's digital passport book to win unique raffle prizes while supporting local businesses this holiday season.*

**MENIFEE, CA** – Calling all explorers! The City of Menifee is partnering with local businesses to launch the Menifee Passport Shop Local digital program to promote the importance and benefits of shopping and supporting local businesses during the holidays. The campaign runs through December 15, 2022, offering a fantastic way to discover new businesses and show appreciation to well-established favorites!

This year, the Menifee Passport Shop Local digital program is partnering with Bandwango, an online platform many residents are already familiar with thanks to the Menifee Taco Trail. Signing up is FREE for participants and is available via QR code at any participating locations, or by visiting [www.menifeebusiness.com/MenifeePassport](http://www.menifeebusiness.com/MenifeePassport). After downloading, participants can scroll through available discounts and promotions at participating locations. Found something you love? It's as easy as "stamping" your digital Passport to shop, save, and support local.

Participants can become First-Class Menifee Travelers by visiting every location on the Passport. As participants check in at locations across the city, they will be entered into raffles to win Menifee swag. Our First-Class Travelers will also have a chance to win one of two Beach Cruisers, donated by mom-and-pop business, Menifee Bicycles, Inc.

"Our Menifee Passport Shop Local digital program encourages residents and visitors to spend locally this holiday season," said Menifee Economic Development Director Gina Gonzalez. "Many of our local businesses are owned by those living in the community, and support of Menifee's business gems also represents an investment in our growing community's future by providing revenue for vital public safety services and infrastructure needs."

By supporting Menifee's local businesses, residents are helping ensure that nearly .70 cents of every dollar spent in the city stays in the local economy.

Some of the participating businesses include Blitzer's Premium Frozen Yogurt, Breakfast House Los Tejabanes, Bushfire Kitchen, Cherry Hills Golf Course, Clever Fox Escape Rooms, Giovanni's, Gracie's Lunchbox, Joyful Noise Coffee, Kahoots, Keller's Jewelers, Los Jilbertos Taco Shop Menifee, Melody Thai, Menifee Bicycles, Inc., Menifee Car Wash, One Stop Lube & Oil, Painted Earth, Salon Creations, Savage Chef Bar & Grill, The Breakfast Club of Menifee, and Yellow Basket (this list is subject to change).

For more information on Menifee's Economic Development Department or for more information on the Menifee Passport Shop Local Program, please visit [www.menifeebusiness.com](http://www.menifeebusiness.com), email [EconDev@cityofmenifee.us](mailto:EconDev@cityofmenifee.us), or call (951) 672-6777.

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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.*