



# NEWS RELEASE

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## New. Better. Best.

### FOR IMMEDIATE RELEASE

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#### **Support Small Business Saturday at Menifee's "Shop the Block" Pop-up Event**

*Menifee's Shop the Block will offer the community an opportunity to celebrate and support curated, incubator local small business owners and acquire unique gifts for the holiday season.*

**MENIFEE, CA** – The City of Menifee is partnering with local business Made Local to present “Shop the Block”, a Small Business Saturday pop-up event featuring many favorite local businesses. The event will be held at Central Park (30268 Civic Plaza Dr.) on Saturday, November 26 from 10 a.m. to 3 p.m. with vendors lined up and down the block.

Made Local has hosted other Menifee favorite events, such as the City co-hosted Foodie Friday and the Menifee Trading Post. For Shop the Block, Made Local has been working hard with the small business community to bring a wide variety of highly curated goods for shoppers to enjoy and preplan for their holiday needs. Honoring “Small Business Saturday,” Shop the Block brings community members together in a family-friendly environment while supporting the local economy and empowering the small business community.

The City encourages residents and visitors alike to “Shop Local” from a variety of curated vendors including local goods, handcrafted items, exceptional merchandise, delightful snacks, and more! With all the unique goods available, the event is a perfect place to kickstart your holiday shopping. Shoppers will also have a wide selection of local food vendors at their fingertips, serving fresh and delicious eats. While taking a break to grab some food, attendees can enjoy live entertainment throughout the event.

“Menifee’s Shop the Block event is a fantastic demonstration of what our business community has to offer the region,” said Menifee Economic Development Director Gina Gonzalez. “We consider their success our community’s success, and we cannot wait to showcase the unique talents in our city and our support for local businesses this Small Business Saturday.”

For more information on Menifee’s Economic Development Department and the “Shop the Block” event, please visit [www.menifeebusiness.com](http://www.menifeebusiness.com), email [EconDev@cityofmenifee.us](mailto:EconDev@cityofmenifee.us), or call (951) 672-6777. For vendor information, please contact Made Local at [www.madelocalmarket.org](http://www.madelocalmarket.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 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.*