



# NEWS RELEASE

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## New. Better. Best.

### FOR IMMEDIATE RELEASE

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#### **Raising Cane's Selected as Menifee's November Business Spotlight**

*The popular chicken finger restaurant's local team has supported the Menifee community through their charitable work with community groups, local schools, and non-profit organizations.*

**MENIFEE, CA** – The City of Menifee is thrilled to announce Raising Cane's as the City's November Business Spotlight, a program that is a part of the Economic Development Department's B3 (Building Better Businesses) program.

Since his college days, Todd Graves knew he wanted to open a fried chicken restaurant. To make this dream a reality he raised funds by temporarily moving to the west coast where he did side jobs that would allow him to save money. Once he gathered enough capital to support his restaurant dream, Graves opened the first Raising Cane's in 1996, which he lovingly named after his Labrador Retriever. The restaurant specializes in hand-battered and cooked-to-order flaky chicken strips with their famous sides including fries, crisp cool cole slaw, and garlic-buttered Texas Toast. Raising Cane's has continued to grow and become a classic staple with over 70 locations in California alone.

Raising Cane's officially called Menifee home in 2018. With robust commercial and residential development, it was easy for the company to recognize the community's enormous potential and opportunity. The community-centric and family-oriented focus of Menifee was a cornerstone in their decision.

The Raising Cane's team is known for their generous and active support of the communities in which they open for business. The company prides itself on supporting a wide variety of local and national organizations. Menifee has experienced this generosity through donations throughout the community and participation in a wide variety of city events. Some of the organizations they have worked with include Menifee's Chamber of Commerce, Boys and Girls Club of Inland Valley, as well as local schools, sports teams, and non-profit organizations.

"Raising Cane's has been a valuable addition to our city and their kind team has made such a positive influence on the community," said District 3 Councilmember Lesa Sobek. "Thank you for extending your 'one love' to Menifee and for always going above the call of business."

For more information about Raising Cane's, please visit [www.raisingcanes.com](http://www.raisingcanes.com). To view their Business Spotlight video, please visit <https://youtu.be/dD9DK4v9Ln8>.

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.*