



# NEWS RELEASE

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**FOR IMMEDIATE RELEASE**

November 8, 2018

## **Menifee Announces Passport to Menifee to Support Small Business Saturday**

MENIFEE - For retailers, the days after Thanksgiving have become some of the most important shopping days of the year. Between Black Friday and Cyber Monday, on November 24, the City of Menifee and the Menifee Valley Chamber of Commerce encourage the community to participate in Small Business Saturday. The national initiative, Small Business Saturday, encourages shoppers to support local businesses in their communities and has been held on the Saturday after Thanksgiving since 2010.

The City of Menifee is partnering with the Menifee Valley Chamber of Commerce to promote Menifee's small businesses community by introducing the "Passport to Menifee" Program. The "Passport to Menifee" is a passport-like brochure that includes participating businesses and retailers, that users will be encouraged to shop at for the duration of two weeks in November. Once residents have shopped at the included locations, they will be given a "Passport sticker" from the participating business to place on the provided pages within the brochure, functioning much like a passport. The "Passport to Menifee" brochure will be available at several locations throughout the City, such as City Hall, the Menifee Valley Chamber of Commerce, and the participating businesses (until supplies last).

The program will run for two weeks in November, starting November 13<sup>th</sup> and conclude after Small Business Saturday, December 1<sup>st</sup>. Participants can turn in the completed passport to for a chance to win a raffle basket of goodies from the participating businesses valued at \$200.00. Passports can be turned in at either the Menifee Valley Chamber of Commerce (29737 New Hub Dr #102 Menifee, CA 92586) or City Hall (29714 Haun Road Menifee, CA 92586) by 4pm on December 3<sup>rd</sup>

"The Passport to Menifee Program is a great opportunity to shop local!" said City Manager, Armando Villa. "In addition to Small Business Saturday, when choosing where to shop during the holidays, we would like to encourage residents to shop locally in Menifee, as the funds generated by shopping local, stay here and are vital to maintaining critical City services such as public safety, infrastructure and road repairs."



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Shopping locally means choosing to make purchases and spend money in the community in which you live, work or play. In addition to supporting small businesses, shopping local creates jobs, keeps sales tax dollars local, strengthens ties to neighborhoods, encourages new patrons, and promotes community champions around Menifee small businesses.

For additional information about the Passport to Menifee program, or how you can sign your business up for next year's program, please contact Gina Gonzalez, Economic Development Director at (951) 672-6777 or email [GGonzalez@cityofmenifee.us](mailto:GGonzalez@cityofmenifee.us) or Tony Lopiccolo, Menifee Chamber Executive Director, at (951) 672-1991 or [ED@menifeevalleychamber.com](mailto:ED@menifeevalleychamber.com).

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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 90,000 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.*