



NEWS RELEASE

CONTACT: Gina Gonzalez
Economic Development Director
PHONE: (951) 672-6777
EMAIL: ggonzalez@cityofmenifee.us

New. Better. Best.

FOR IMMEDIATE RELEASE

January 17, 2018

Menifee Bicycles Announced as Menifee's Business Spotlight

MENIFEE- The City of Menifee's Economic Development Department is thrilled to announce Menifee Bicycles as this month's local business to receive the Menifee Business Spotlight, a program that is a part of the B3 (Building Better Businesses) program.

Menifee Bicycles has been in business since April 15th 1982, starting out as Sun City Bicycles and Electronics, and renamed Menifee Bicycles after the City of Menifee incorporated in 2008. What started out as a television and bike repair shop has now become one of the businesses that makes Menifee special as a regional unique retailer. Truly, a family business, Menifee Bicycles was started by Craig Cooper and his father after being inspired by the passing of Craig's mother, and now is ran by Craig with the help of his daughter and son.

Besides being one of Menifee's unique retailers, what makes Menifee Bicycles so special is how they give back to the community. Menifee Bicycles supports the Menifee Valley Boys & Girls Club and also supports a corporate team building company that has provided over 20,000 bikes to deserving children around the world.

"Diversity in Menifee's retail industry is something the City's Economic Development team is continuously striving for," said Gina Gonzalez, Economic Development Director. "So we are proud to be home to a unique retailer such as Menifee Bicycles, even more so that they are proudly a part of the Menifee community."

We invite you to view the Menifee Bicycles Spotlight video. The video can be viewed here: <https://youtu.be/blVB9AMBX3k>.

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, foster pride in Menifee's thriving business community and promote diversity in Menifee's local economy.

The "Business Spotlight" is a free business recognition program with the purpose of creating awareness for the variety of local businesses and their contributions to the Menifee Community. The City of Menifee Business Spotlight program highlights one



NEWS RELEASE

CONTACT: Gina Gonzalez
Economic Development Director
PHONE: (951) 672-6777
EMAIL: ggonzalez@cityofmenifee.us

New. Better. Best.

local business in the City every month, who has gone above and beyond the call of business to better the community they have become a part of. Chosen applicants are honored during a special presentation at a City Council Meeting and in addition will receive a 30- second professional video production clip created by the Department of Economic Development and their team that will be showcased on the city's site.

Nominations are encouraged to recognize businesses in Menifee that contribute to the betterment of the Menifee community. Please visit the link below to apply:
<https://menifeebusiness.com/business-resources/#programspotlight>

For more information on the Business Spotlight program, or other resources available to Menifee businesses, please contact Gina Gonzalez, Economic Development Director at ggonzalez@cityofmenifee.us or (951) 672-6777.

###

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.*