



NEWS RELEASE

CONTACT: Ben Gallagher
Communications Analyst
PHONE: (951) 723-3785
EMAIL: bgallagher@cityofmenifee.us

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FOR IMMEDIATE RELEASE

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Join the Shop Small, Shop Local Campaign on Small Business Saturday, Nov. 30

Menifee, CA – During the weekend between Black Friday and Cyber Monday, Menifee residents are encouraged to support the City’s local, small businesses on Small Business Saturday, Nov. 30. The weekend, which typically kicks off the holiday shopping season, is a critical sales period for small businesses that typically offer sales and specials during the all-day event.

The City has partnered with the [Menifee Valley Chamber of Commerce](#) this year on the [Passport to Menifee](#) program, which offers a passport-inspired brochure with discounts from local retailers. Participants are encouraged to fill out their passport by shopping at participating retailers and receiving a sticker to mark their purchase. Once the passport is filled out, it can be turned in at the Chamber office for a chance to win a gift basket filled with giveaways from Menifee small businesses.

“Shopping small on Small Business Saturday is critically important for our local small businesses,” said Economic Development Director, Gina Gonzalez. “Whether you’re starting your holiday shopping or grabbing a bite to eat at one of our local small businesses, November 30 is a day to support Menifee businesses by shopping local.”

“Small businesses are the backbone of our economy,” said Menifee Mayor, Bill Zimmerman. “We’re fortunate to have so many entrepreneurs in our community and we’re encouraging our residents to show their support for these businesses by shopping local on Small Business Saturday.”

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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 94,000 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.*