

## FOR IMMEDIATE RELEASE

August 17, 2020

### City partners with local businesses in “Menifee Forward” shop local campaign amid recovery efforts

MENIFEE, CA- The City of Menifee is partnering with local businesses and the Menifee Valley Chamber of Commerce in a new shop local campaign, [Menifee FORWARD](#), as a way to encourage Menifee residents to shop and support local Menifee businesses, and bring awareness to the importance of shopping local especially during the COVID-19 pandemic.

The new shop local campaign “Menifee Forward” was launched to assist businesses and encourage residents to “Shop. Support. Sustain.” our local business community. The new campaign is a commitment by the business-friendly city and chamber, using a number of resources and marketing tools aimed at bolstering local Menifee merchants especially during a time when business are closed, half occupancy, and needing support.

“We have an enormous responsibility to our local businesses to do all we can to get them through this,” City of Menifee Mayor Bill Zimmerman said. “Menifee is a caring community and clearly recognizes the impact the COVID-19 pandemic is having on our local businesses, and it is a all hands on deck effort to ensure that our businesses have the resources, and patrons to stay strong and weather the storm.”

The new shop local campaign includes:

- Website for featured news/promotions
- Signage for businesses to remind residents to shop local
- Social media, public relations for promotions and community engagement with photography features
- MeniFREEwards - give back program \$\$\$
- Direct advertising for awareness
- Restaurant and Personal Service Business Listings
- Open safety guidelines
- CARE Resource Information
- Employment Jobs Board (Employers/Employees); to submit a job posting, please email [econdev@cityofmenifee.us](mailto:econdev@cityofmenifee.us)

“Local businesses, whether small, mid-size, franchise, or corporate, are struggling with stay-at-home orders that have closed their doors, reduce occupancy, and has kept some customers away,” said Gina Gonzalez, Menifee Economic Development Director. “Menifee FORWARD seeks to provide residents with deals and choices, provided by our partnering local businesses, to choose from as a way to support and strengthening their own community and ultimately, sustain the businesses that have worked hard to open here in Menifee.”

For more information on shopping local in Menifee or to post or search for posted jobs, please visit the City of Menifee “Menifee FORWARD” at <https://www.menifeebusiness.com/menifee-forward/>, email [Econdev@cityofmenifee.us](mailto:Econdev@cityofmenifee.us) or call (951)672-6777 for more information.

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