



CITY of NORCO

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PRESS RELEASE

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FOR RELEASE: March 14, 2016

CITY OF NORCO LAUNCHES NEW BUSINESS APPRECIATION INITIATIVE *Tractor Supply Company Selected as First Honoree*

NORCO, CA: The City of Norco will launch its new Business Appreciation Initiative at the next City Council meeting on Wednesday, March 16, 2016. The program will recognize local businesses for their contribution and investment in Norco's local economy. Tractor Supply Company will be the program's first honoree. The company, which opened in Norco on March 29, 2014, will be recognized at Wednesday's meeting for its strong tradition of community engagement and its selection of Norco as the company's first Southern California location.

"Tractor Supply Company has been extremely pleased with the decision to become a member of the Norco business community," stated Store Manager Ron Reed. "Working in this location has been a great experience. The customers in Norco are the exact type of people that Tractor Supply is founded on – people who love their animals and land, are hardworking, and have a "do it yourself" mentality."

The Business Appreciation Initiative was spearheaded by Mayor Kevin Bash and the members of the City Council. The City's Economic Development Advisory Council (EDAC) will assist in the honoree selection process and will recommend businesses to be recognized at each City Council meeting. Honorees will be presented with a framed certificate of appreciation and will be featured on the City's website.

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CITY COUNCIL

KEVIN BASH
Mayor

GREG NEWTON
Mayor Pro Tem

BERWIN HANNA
Council Member

ROBIN GRUNDMEYER
Council Member

TED HOFFMAN
Council Member

“The City of Norco lives and dies on sales tax,” stated Mayor Kevin Bash. “We have established this program to show how much we value our business community and appreciate that businesses support our lifestyle and have chosen Norco as a home.”

For additional information about the City’s Business Appreciation Initiative, please contact Economic Development Consultant Roger Grody at (951) 270-5644 or rgrody@ci.norco.ca.us. For information regarding Norco City Council meetings, please visit www.norco.ca.us.

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The City of Norco, incorporated as a general law City in 1964 and a Charter City in 2003, is an animal-keeping and equestrian-oriented community situated along the Interstate 15 Freeway in Western Riverside County, CA. The City limits cover an area of approximately 15 square miles, where residents enjoy over 400 acres of parkland and 95 miles of pedestrian/equestrian trails. For more information, please visit www.ci.norco.ca.us.