



FOR IMMEDIATE RELEASE

MCFLY'S THRIFT STORE SELECTED AS CITY OF LAKE ELSINORE'S JANUARY 2025 BUSINESS IN ACTION SPOTLIGHT



Lake Elsinore, CA – January 29, 2025 – The City of Lake Elsinore's Economic Development Department is excited to announce "McFly's Thrift Store" as the City's January 2025 Business in Action Spotlight, a program that is a part of the Department's Building Better Businesses (B3) program in partnership with the Lake Elsinore Chamber of Commerce.

McFly's Thrift Store opened its doors in the vibrant historic Downtown Main Street in 2021. McFly's has become a cornerstone of Lake Elsinore, offering a wide range of second-hand items at affordable prices. Whether you're looking for vintage clothing, unique home decor, or just a good bargain, McFly's has something for everyone. But McFly's is more than just a store; it's a place where the community comes together whether it's at their physical location at 133 N Main Street or online across their very successful social media platforms. McFly's has earned a place of distinction, with rave reviews that have made them one of the local highly-rated businesses on both Yelp and Google and they have a million views on Instagram, yes, you heard right, a million. This is a testament to their broad reach and engaged community.

McFly's staff is also heavily involved with the Downtown Merchants Association (DMA) with owner Janice Garcia as their current President. Many local high schoolers first job was at McFly's providing students with hands-on work experience, teaching them valuable skills for the future. McFly's has also consistently supported local charities, youth programs and community events, and is renowned for their sustainability with recycling and reuse practices. McFly's provides clothing vouchers twice a year to help low-income families meet their basic needs. McFly's also works closely with Garcia House of Refuge and Main Place Thrift Store, helping individuals get back on their feet and re-enter the workforce with dignity and opportunity. Starting this year, they'll be assisting high schoolers with threads for prom. Their efforts extend to animals as well, partnering with Chunks and Tubz Bulldog Rescue to raise awareness and support the adoption of rescued bulldogs. Their commitment to the community and giving back is truly inspiring and there is no doubt why McFly's was selected as this month's Business Spotlight.

At the January 28th City Council meeting, Mayor Brian Tisdale thanked McFly's for their contributions to community and noted that the entire City Council recognizes them for continuous community service going above and beyond each and every day. McFly's owner, Ms. Janice Garcia, noted that it's such a pleasure being in Lake Elsinore and being welcomed by the community and that Lake Elsinore is an warm and gratifying experience coming from the hustle and bustle of Orange County because of its tight knit intimate community.

For more information about McFly's Thrift Store, located at 133 N Main Street in Lake Elsinore, CA please visit www.mcflysthriftstore.com. To view their Business in Action Spotlight video, please visit

<https://lakeelsinorebusiness.com/business-resources/#business-in-action-spotlight>

The new “Businesses in Action Spotlight” program is a free business recognition initiative designed to showcase and celebrate the diverse range of local businesses and their significant contributions to the community and region.

The Businesses in Action Spotlight program will feature one local business each month that exemplifies excellence and commitment to enhancing the Lake Elsinore community. Each selected business will be honored for its efforts to go above and beyond in supporting and improving the area.

The selection process for the spotlight involves a monthly review by a committee, with nominations submitted by both businesses and community members. The chosen business will receive several forms of recognition, including:

- A brief presentation during a City Council meeting.
- Highlighting on the City's Economic Development website.
- A 30-second professional video production created by the Economic Development Department to be featured on the City’s website and social media platforms and provided to the business for their promotional use.

This initiative is part of the Economic Development Department’s B3 program (Building Better Businesses), which is in partnership with the Lake Elsinore Chamber of Commerce. The Businesses in Action Spotlight Program highlights Lake Elsinore’s business community's vibrancy and diversity, fosters local pride, and encourages business growth.



Nominations are encouraged to recognize businesses that contribute positively to the Lake Elsinore community. To submit a nomination or application, please visit www.DreamLE.org and click on “Business Resources.”

For more information about the Businesses in Action Spotlight program or other business resources available in Lake Elsinore, please contact Gina Gonzalez, Director of Economic Development and Legislative Affairs, at ggonzalez@lake-elsinore.org or (951) 674-3124 Ext 919.