

CITY OF CYPRESS **PRESS RELEASE**

February 2, 2016

For Immediate Release
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FOR IMMEDIATE RELEASE

SUBJECT: Cypress Businesses Learn Disaster Preparedness Techniques



(Pictured Left: Mayor Mariellen Yarc; Sheree Coates, Economic Development Specialist, U.S. Small Business Administration)
(Pictured right: Sheree Coates presenting to Cypress business community)

The City held a Business Retention Attraction Creation & Expansion (BRACE) workshop on Wednesday, January 27, 2016, at the Cypress Community Center.

Mayor Mariellen Yarc was in attendance to welcome the business leaders to the event. "The City of Cypress recognizes the importance of addressing the needs of our business community. The success of your business is very important to us," stated Mayor Yarc.

The featured speaker was Sheree Coates, Economic Development Specialist with the U.S. Small Business Administration. Ms. Coates provided valuable information regarding disaster preparedness techniques for businesses. Ms. Coates also provided a demonstration of a number of online tools that are available to help businesses grow and thrive.

Cypress recognizes the importance of our local business community. As a result, the BRACE Program was created for our businesses to encourage communication, help the City to enhance our level of service, and to promote economic vitality in Cypress. BRACE meetings serve to provide an educational forum that offers our businesses the ability to learn while also networking with one another. BRACE also allows our business community access to City officials and our service partners.

Considered to be one of the most business friendly cities in Southern California, Cypress embraces a “Pro-Business” philosophy. The City’s emphasis on economic development translates to tailored business assistance programs and a highly trained professional staff with a “can do” attitude. Our entrepreneurial approach to business differentiates us from our competition and provides our business community with a competitive advantage in the marketplace.

For additional information regarding the BRACE program and other City services for the business community, or for information on how to relocate your business to Cypress, please contact Redevelopment Project Manager Steve Clarke at (714) 229-6728.

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