



Contact:

Bianca Kasawdish
Public Relations &
Digital Content Director
InnoVision Marketing Group
(619) 356-3020
Bianca@teaminnovision.com

FOR IMMEDIATE RELEASE

SAN PASQUAL ECONOMIC DEVELOPMENT CORPORATION INTRODUCES INNOVATIVE AND CUTTING-EDGE FUEL CENTER AND CONVENIENCE MARKET PROJECT IN VALLEY CENTER

VALLEY CENTER, CA – July 14, 2020 – The San Pasqual Economic Development Corporation has announced its plans to break ground on their new project, Horizon Gas Station and The Pit Stop Market in Valley Center. This is the first of many exciting projects planned for the corporation, whose primary objective is sustaining the economic well-being of their tribe and a positive effect on the community and the city of Valley Center.

“The San Pasqual Band of Mission Indians is very excited about our newest entity, Horizon Gas Station and The Pit Stop Market,” says Steven Cope, Chairman of the San Pasqual Band of Mission Indians. “It will provide many great benefits, not only to our community but surrounding communities, when it comes to fuel, grocery products and more.”

“This project is the first chapter of many successful ventures for the San Pasqual Economic Development Corporation and is dedicated with pride, respect and honor to the people of the San Pasqual reservation,” says Hellyaachwehay Quisquis, President/CEO of the San Pasqual Economic Development Corporation.

The highly anticipated Horizon Gas Station and The Pit Stop Market will span across 8,100 square feet in Valley Center and reflect a milestone project for the San Pasqual Economic Development Corporation. TLM Petro Labor Force has been named the general contractor and will begin working on the project July 20, 2020 with an expected completion date of early 2021.

“It’s more than unique and very exciting to be able to build something of this magnitude,” said Trinidad Martinez, owner of TLM Petro Labor Force. “We feel that this is going to be a great value to the community and know that everybody will enjoy the design and construction of it.”

When completed, the gas station and market will be located in one structure, and designed to be one convenient stop for guests, featuring two distinctive brands. Horizon Gas Station, offering quality fuel for less, will feature high tech gas pumps with entertainment screens and other amenities that will enhance the guest experience.

Located inside the main structure will be The Pit Stop Market, a mini market with a drive-thru feature that will offer made-to-order food, unique, specialized and delicious fresh local products and as well as a



large selection of gourmet coffee, snacks and sundries. Horizon Gas Station offers premium fuel at great prices, in a clean and safe environment with high standards of sanitation, service and an amazing guest experience. Both will offer convenience to locals as well as guests who are passing through Valley Center.

While generally most people dread having to go to the gas station, Horizon Gas Station and The Pit Stop market promise to change that perception and create a positive and enjoyable experience at the gas pump and in the market. A unique factor that separates The Pit Stop Market from other convenience stores is that in addition to the walk-in experience, guests will also be able to purchase items as well as fresh food and drinks from the comfort of their own vehicles at the drive-thru window. Whether guests are going camping for the weekend or are on their way to one of the many local attractions, it's a stop they'll want to add into their GPS route plan.

The seven-million-dollar project brings high quality and convenience to the surrounding area while holding true to the community roots Valley Center is recognized for. The purpose of the project is also to extend the tribe's high values into the entire city of Valley Center, its residents and guests. Spending a significant amount on this project is important to the tribe to ensure the building beautifully complements the area, serves its residents and makes the community proud.

Horizon Gas Station as well as The Pit Stop Market is reflective of the woodsy, nature feel of Valley Center, surrounded by iconic mountains and terrain. The two will be built to offer a unique experience not just to guests in the area that visit the many attractions, but also the residents of Valley Center.

Members of the San Pasqual Economic Development Corporation are also available for interviews or comments. For press inquiries, please contact Bianca Kasawdish at InnoVision Marketing Group at PR@TeamInnoVision.com

About San Pasqual Economic Development Corporation (SPEDC)

The authority of the EDC was established when the San Pasqual EDC was created by a Resolution of the San Pasqual General Council. The EDC is authorized to pursue economic development activities on behalf of the tribal government and members and is charged with developing and implementing the tribe's long-term strategy of sustainable economic self-sufficiency. Over time, the EDC has assumed the role as the non-gaming economic development arm of the San Pasqual Tribal government.

The mission of the San Pasqual Economic Development Corporation is to create a strong foundation based on a cornerstone of truth, integrity, and dedication. Their vision at SPEDC reflects the wisdom that has been passed down from generation to generation to preserve and safeguard their culture and traditions by creating a long-term economic development structure ensuring the prosperity of the next seven generations of the tribe. For more information, please visit <http://www.sanpasqualbandofmissionindians.org/departments/edc>.