



FOR IMMEDIATE RELEASE:

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**First International Tenant Joins Murrieta Innovation Center:
Dutch *Super Family* brings innovative healthcare to families**

Murrieta, CA: The Murrieta Innovation Center is proud to celebrate a major milestone for the business incubator: the signing of their first international startup. This comes after a concerted effort by the City of Murrieta and Impact Riverside County—the agencies that manage the Innovation Center—and the California Governor’s Office of Business and Economic Development to attract international businesses to Murrieta and its burgeoning medical and innovation landscape. The City of Murrieta’s Economic Development team recently attended a signing for a new tenant in the Murrieta Innovation Center (MIC), **Super Family**. This historic event took place at The Honorary Consul of the Kingdom of the Netherlands in Los Angeles, CA on September 8, 2022, with dignitaries from the Netherlands.

“The Murrieta Innovation Center is proud to welcome Super Family as the first international startup to join our incubator. Their focus on social-emotional development aligns perfectly with the center’s goal to support companies that fill needed services in our region. Mental healthcare is a vital growth industry and Super Family has created an innovative way to assist children with Development Language Disorder, as well as many other challenges in a child-centric environment. We are delighted to partner with Super Family and bring this wonderful concept to Murrieta,” shares Director of Economic Development, Scott Agajanian.

Super Family is a Dutch-rooted, innovative healthcare organization that focuses on social development, mental healthcare, educational support, development of new methods, research, and activities for families. Their target clients are mainly children with non-visible disabilities and Developmental Language Disorder (DLD). Super Family provides tailored healthcare support to families through a combination of their extensive specialized knowledge and traditional healthcare. Their mission is to prevent extensive relapse for children with DLD and to support the child’s development so they can reach their full potential. **Super Family** is committed to raising awareness of the prevalence of DLD so that children and families can get the right treatments and support with an innovative and hybrid approach.

Super Family joins 13 other startup businesses in the MIC. In addition to supporting these businesses with a clean room, wet and dry lab, conference space, mentorship, and networking opportunities thanks to a \$3 million grant from the U.S. Department of Commerce, the Murrieta Innovation Center offers startup companies the resources they need to start and grow their businesses.

“We’re thrilled to partner with the City and GO-Biz in bringing international innovation to Murrieta and further bolster the excellent life science and medical climate that has been established in Southwest Riverside County. Super Family is a perfect addition to the MIC and to the regional mental health sector.

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We're looking forward to seeing them flourish here," noted Patrick Ellis, President/CEO of Impact Riverside County.

For more information on the MIC and to view a video that highlights its many offerings, visit the City of [Murrieta's Economic Development website](#).

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About Murrieta

Murrieta's more than 115,000 residents live in one of the safest cities in the U.S., with top-ranked schools, 52 parks, and a dynamic business environment. Central to all of Southern California, Murrieta is truly the gem of the valley. With a median age of 36 and an average household income of \$122,207, Murrieta boasts a well-educated population and a strong labor force. Ranked the fiscally healthiest full-service city in Riverside, San Bernardino, Orange, and Los Angeles counties, Murrieta's future is undoubtedly bright.

About the Murrieta Innovation Center

The Murrieta Innovation Center (the MIC) is Southwest Riverside County's leading incubator focused on life science startups. The MIC is a dedicated building established by the City of Murrieta in 2012 to better serve the entrepreneurial and start up community in the region. In 2020 the City of Murrieta contracted local 501(c)3 Impact Southwest Riverside County to manage the MIC.