WHAT IS SMALL BUSINESS SATURDAY?

Small Business Saturday® was created in 2010 in response to small business owners' most pressing need: more customers. Falling between Black Friday and Cyber Monday, it's a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. It has since become a nation-wide, well-known celebrated event on the national calendar with support from elected officials, public and private organizations.

WHY SUPPORT SMALL BUSINESS SATURDAY?

- Demonstrates commitment to the communities in which we live
- Creates goodwill within the communities
- When we support small business, jobs are created and local communities preserve their unique culture

WHAT PEOPLE ACROSS THE NATION ARE SAYING ABOUT 2015 SMALL BUSINESS SATURDAY*:

"Small Business Saturday was an amazing experience for everyone involved. From the business owners, to the guests, everyone felt a great pride in their community and appreciated the opportunity to find companies that are local to them. I can't wait for next year!"

– Syd Suntha of Bread and Circuses in Seattle, WA

"At Cliché Noe Gifts + Home, Small Business Saturday is a very important kick-off to the holiday season and we have double staff all day long to provide that level of service we base our reputation on everyday. Customers are so happy when we 'gift' them the beautiful designer bags. It is a real pleasure to see folks walking around displaying their bags and again, spreading the message: I Shopped Small."

– Dani Sheehan-Meyer, Cliché Noe Gifts + Home in San Francisco, CA

"The holiday shopping season is a critical time for our small business owners. Consumers have more choices everyday about where to spend their money and the savvy shoppers know that shopping small impacts their community's economy. Last year, 50% of businesses participating in the Small Business Saturday campaign responded that it had a significant positive impact on their business."

– Charlotte Gill, Stay Local in New Orleans, LA

**If you would like to include any of this content please reach out to meganh@mbooth.com*

2015 SMALL BUSINESS SATURDAY FACTS:

- More than 95 million consumers shopped at small businesses on Small Business Saturday in 2015, marking an eight percent increase from 2014[1]
- The U.S. Senate unanimously passed a resolution recognizing November 28, 2015 as Small Business Saturday, supporting efforts to encourage consumers to shop locally, increase awareness of the value of locally owned small businesses and highlight these businesses' impact on the economy of the United States
- Elected officials in all 50 states and Washington, D.C. – including President Obama and many senior government officials – championed Small Business Saturday
- More than 4,100 Neighborhood Champions around the country rallied local businesses and created events and activities in their communities
- 425 small business advocate groups supported the nationwide initiative
- Nearly 100 corporations, including FedEx, Eventbrite, Microsoft, and Yelp, banded together with American Express to promote shopping at small businesses for Small Business Saturday
- In the month of November, there were 85 million social media engagements in support of Small Business Saturday, many using the hashtags #SmallBizSat and #ShopSmall

JOIN THE COALITION:

Building on the success of the previous six years, we plan to scale this year's Small Business Saturday by expanding the coalition of supporters and creating more local events around the country. This includes support from advocacy organizations that join the initiative to motivate constituents through incentives and offers to Shop Small® on November 26, 2016.

The coalition will be led by Women Impacting Public Policy, a business advocacy organization representing small businesses. **Join Us!**

CONTACT INFO:

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[1] Small Business Saturday Consumer Insights Survey by National Federation of Independent Business (NFIB) and American Express. (November 30, 2015). Based on consumer self-reported data and does not reflect actual receipts or sales.