

# 'Shop Small' This Year

Support local businesses the Saturday after Thanksgiving

Since its founding in 2010 by American Express, Small Business Saturday has emerged as a major event for holiday shoppers who want to support their community.

In fact, a survey showed that customers spent a whopping \$14.3 billion with small, independent businesses on the day in 2014, a strong indication of how the day is growing into a major American shopping tradition.

If the trend continues, 2015's Small Business Saturday will be even bigger. With proclamations of support from governments in all 50 states — including praise and encouragement from President Barack Obama — the day is expected to be a success for locally owned businesses across the nation.

## WHY SHOP LOCAL

The reason so many people are shopping on Small Business Saturday is simple: it works.

Numerous studies have shown the benefits of spending with locally owned businesses instead of their chain-store competitors. Local shops typically invest far more into their community by using local vendors, employing local people and keeping their profits close to home instead of shipping them to an out-of-town headquarters.

It also results in tax revenue that supports the services and infrastructure in your own town. If you shop locally in your own community instead of traveling elsewhere to spend your money, you'll know any sales taxes collected will be spent on improving your local area — often helping to fund things like roads, sidewalks, police officers and firefighters.

## PURE ENJOYMENT

Another reason to shop on Small Business Saturday is for the fun of it. Small, locally owned shops often have unique Christmas gifts with a local flavor. And if you're unhappy with the lack of service at many of the big, national chain stores, you may be pleasantly surprised at the personal attention you get by shopping with small businesses.



## 7 Reasons to Shop Local

### • Boost your economy

More of your money will stay in your own community.

### • Customer service

Small shops have a reputation for caring about individual customers. They couldn't stay in business otherwise.

### • Big public benefits

Your tax dollars will be supporting local services.

### • New jobs in town

Small, independent stores help keep more people employed.

### • Helping the planet

By not driving far away, you're saving both time and gas money.

### • Helping non-profits

Small businesses typically donate more time and money to local charities.

### • You matter more

At a small, independent shop, you're not just a number. Your business makes a real difference.

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**SUPPORT YOUR LOCAL BUSINESSES ON SMALL BUSINESS SATURDAY**