



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 well-known, celebrated event on the nation's calendar with support from elected officials and 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 businesses, jobs are created and local communities preserve their unique culture

WHAT PEOPLE ACROSS THE NATION ARE SAYING ABOUT 2016 SMALL BUSINESS SATURDAY*:

"I feel a strong sense of support from the community as a whole. The campaign is absolutely a huge help. It gets people down here. It shows people we do have a presence and there are businesses and places to shop, places to eat and things to do within our own community. You don't have to drive an hour and a half out of here to do that."

– Cari Cannon, Lew Lew Belle in Cumberland, MA

"Everyone seemed to think there was an up-tick in foot traffic, and everybody was really excited about the opportunity to cross-promote their businesses. That really drives the point home: it's a network and everybody has to support each other. It's wonderful that the small, independent businesses are getting recognition for the exceptional services they provide and their fantastic customer service."

– Sara McGibany, Alton Main Street in Alton, MS

"Our Small Business Saturday celebration was a huge success! We had more than 120 small retail businesses in Charlotte's Historic South End participating in the Small Business Saturday festivities. This included 100 businesses in four pop-up markets, and more than 20 brick and mortar retail businesses and art galleries open for the day. We counted more than 2,600 shoppers at just one of the pop-up markets!"

– Megan Liddle Gude, Historic South End in Charlotte, NC

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

2016 SMALL BUSINESS SATURDAY FACTS:

- More than 112 million consumers shopped at small businesses on Small Business Saturday in 2016, marking a 13 percent increase from 2015¹
- The U.S. Senate unanimously passed a resolution recognizing November 26, 2016 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 U.S. economy
- Elected officials in all 50 states and Washington, D.C., championed Small Business Saturday
- More than 6,700 Neighborhood Champions around the country rallied local businesses and created events and activities in their communities
- 480 small business advocate groups joined the Small Business Saturday Coalition, up 13 percent from 2015
- Nearly 100 corporations, including FedEx, Uber, AT&T, Valpak and Ace Hardware, banded together with American Express to promote shopping at small businesses for Small Business Saturday
- From November 1 to November 26, there were nearly 250,000 social media posts combined on Facebook, Instagram and Twitter using the hashtags #ShopSmall, #SmallBizSat and/or #DineSmall

JOIN THE COALITION:

Building on the success of the previous seven 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 25, 2017.

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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¹Small Business Saturday Consumer Insights Survey by National Federation of Independent Business (NFIB) and American Express. (November 28, 2016). Based on consumer self-reported data and does not reflect actual receipts or sales.