



## **EVENT PRESS RELEASE**

### **For immediate release**

### **Grants, NM**

The Holiday season is peeking just over the horizon, and with the Holiday season comes one of the Grants/Cibola County Chamber of Commerce's biggest events, the American Express – Small Business Saturday. This event is a shopping holiday that takes place every year, the Saturday after Thanksgiving, which is easily the busiest shopping season of the year. However, in contrast to the big box retail crowds of Black Friday, and the convenience of Cyber Monday, Small Business Saturday encourages holiday shoppers and community members to patronize brick and mortar businesses. This type of event allows small business owners to see first-hand the sort of booming economy that Cibola can provide to its humble shopkeepers.

This year, The Chamber of Commerce will be collaborating with the NMSU Grants Small Business Development Center and the Grants Mainstreet Project to hold our Small Business Saturday, which takes place on November 30, 2019. The event will be kicking off at 10 a.m. at the New Mexico Mining Museum, where shoppers will stop by for a swagbag and refreshments, and to pick up their coupon book. As the card holder explores the town and the various small businesses, they will receive a discount at each listed location they visit.

We are currently seeking businesses interested in participating in the event. These small businesses will work with the Grants/Cibola County Chamber of Commerce closely to develop a personalized plan for the big day. Whether this involves us helping the owner decide on discounts or sales, or helping to mass advertise their shop, the Chamber will be diligently working with all participating businesses to help get traffic through their doors. This is essentially the backbone to the Small Business Saturday event, as local businesses pay sales taxes to our City and County, which goes to pay for schools, parks, roads, and sidewalks, as well as fund public service workers like police and firefighters. Whereas on the opposite end of the spectrum, big-box stores won't be funneling as much of their profits back into our area.

This is a great event for the community in more than one way. It allows shoppers to avoid the hustle and bustle of a big-city Black Friday event, and allows business owners to draw in customers that may have never visited their establishment. This kind of event makes it easier for business owners to stay in business, and encourages would-be entrepreneurs to start business of their own, which in turn puts more money into our economy. This continuous cycle keeps our small community's businesses booming, while putting more money into the area's economy, benefiting every one of its inhabitants!

Come on out with your friends or family on Small Business Saturday and support your favorite businesses in the area. Whether it's a good meal or a nice new set of clothes, Cibola County has much to offer to buyers and business owners alike!

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