



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 dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and enhance neighborhoods around the country.



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 2017 SMALL BUSINESS SATURDAY*:

"Small Business Saturday continues to be a widely celebrated holiday in our community – and the businesses feel it, our sales were up by 10%!"

– Annie's Blue Ribbon General Store, Ann Cantrell in Brooklyn, NY

"It's a day where supporting one's favorite local merchants is also a bit of economic activism. And for us, it is a time when Merz can highlight what makes us special and thank our customers for their support. Small Business Saturday is a very special day."

– Merz Apothecary, Anthony Qaiyum in Chicago, IL

"For Franny & Jet it's not only crucial to my sales for each holiday season, but it's also as equally important to actively getting both my local and online community involved and supportive of my small apothecary business."

– Franny & Jet, Kevin Christine in San Diego, CA

"At Robin's Candy Shop, Small Business Saturday sales have eclipsed Black Friday Sales by more than 40% over the last five years. The day has become a celebration of sweets, treats and smiles!"

– Robin's Candy, Robin Helfand in Great Barrington, MA

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

2017 SMALL BUSINESS SATURDAY FACTS:

- "An estimated four-in-ten (43%) American adults shopped or dined small or Small Business Saturday in 2017¹
- The U.S. Senate unanimously passed a resolution recognizing November 25, 2017 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 7,200 Neighborhood Champions around the country rallied local businesses and created events and activities in their communities
- 575 small business advocate groups joined the Small Business Saturday Coalition, up 18 percent from 2016
- Nearly 100 companies, including Grubhub, Etsy, Ace Hardware, Square, FTD and Liberty Mutual Insurance came together to promote Small Business Saturday and the Shop Small movement.
- From the first of November through the 25th, there were more than 605,000 social media posts combined on Facebook, Instagram and Twitter about Small Business Saturday and/or the Shop Small Movement, and nearly 177,000 were posted on November 25th alone.

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 24, 2018.

The coalition will be led by Women Impacting Public Policy, a business advocacy organization representing small businesses. [Join Us!](#)

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¹Small Business Saturday Consumer Insights Survey by National Federation of Independent Business (NFIB) and American Express. (November 26th, 2017). Based on consumer self-reported data and does not reflect actual receipts or sales.