

November 26, 2013

News Release

For Immediate Release

Residents urged to shop locally for Small Business Saturday

Springfield residents who pride themselves on snagging bargain black Friday deals have an opportunity to take part in the Black Friday weekend madness, while also supporting the local economy.

Mayor Bob Stephens is encouraging residents to participate in Small Business Saturday on Nov. 30, by visiting locally-owned retailers. In 2010, American Express launched the campaign to thrust a day between the big after-Thanksgiving sales and the Cyber Monday business, to pump up sales toward small companies. Last year, more than 100 million shoppers turned out for the local sales.

"Small Business Saturday offers us a chance to show our support for the small businesses here in the Springfield area," Stephens said.

"I urge the residents of our community, and communities across the country, to support small businesses and merchants not only on this one day, Small Business but throughout the year. Our local entrepreneurs, friends, families and small business owners in the community should be supported as they keep and spend the dollars in the state, thus creating a large multiplier for every dollar spent," Stephens said.

Urban Districts Alliance, Walnut Street merchants and the Commercial Club representing small businesses in the C-Street District, are among those reminding shoppers about the contribution small businesses make to our local economy and community. Small businesses employ half of the employees in the private sector in the United States.

For a listing of [Black Friday and Small Business Saturday holiday deals](http://itsalldowntown.com/shops-small) downtown, visit itsalldowntown.com/shops-small.

For more information, contact: Cora Scott, Director of Public Information & Civic Engagement, 417-864-1009 (office) | 417-380-3352 (cell), cscott@springfieldmo.gov