



PRESS RELEASE

FOR IMMEDIATE RELEASE

November 16, 2016

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SMALL BUSINESS SATURDAY COMES TO PLEASANTON

Shop Small on Saturday, November 26, 2016

PLEASANTON, *Calif.* — The City of Pleasanton has partnered with several local groups to encourage the community to shop small on Saturday, November 26, 2016 to support Small Business Saturday. Partners include the Pleasanton Downtown Association, Visit Tri-Valley, Pleasanton Chamber of Commerce and Hacienda, all of whom have worked together previously to raise awareness about the benefits of shopping small.

Numerous organizations have joined the national campaign, founded by American Express in 2010, declaring the Saturday after Thanksgiving every year as Small Business Saturday. Small Business Saturday is a day dedicated to supporting the small businesses that create jobs, boost the economy and preserve neighborhoods around the country during one of the busiest shopping times of the year. In Pleasanton, small businesses having between 1 and 100 employees provide more than 29,000 jobs.

Pleasanton merchants are encouraged to visit shopsmall.com to obtain tools to market their stores. Shoppers are encouraged to visit inPleasanton.com as well as partner organization websites to discover all of Pleasanton's retail shopping locations, and visit shopsmall.com to find local

merchants that have joined the Small Business Saturday campaign by offering special promotions or discounts.

“We look forward to Small Business Saturday. It is traditionally one of our biggest days. It feels like Small Business Saturday is a day on which many of our regular customers express their appreciation and we love hearing that. It's also a great way to remind people how important small businesses are to our local economy,” said Judy Wheeler, Towne Center Books owner.

According to research, an estimated 95 million consumers went out to shop at independent merchants on the day. And a study of independent retailers that included Pleasanton merchants showed that for every \$100 spent at an independently owned store, \$46 stays in the community.

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