



November 19, 2018

MEDIA ADVISORY

FOR IMMEDIATE RELEASE

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NOVEMBER 24 IS SMALL BUSINESS SATURDAY

PLEASANTON, Calif. – The City of Pleasanton and Pleasanton Downtown Association are partnering to promote Small Business Saturday & Downtown Pleasanton Open House on November 24.

WHO: City of Pleasanton, Pleasanton Downtown Association
WHAT: Downtown Pleasanton Open House & Small Business Saturday
WHEN: November 24, 2018
WHERE: Downtown Pleasanton
WHY: The 2018 Holiday shopping season is upon us with the period from Black Friday to Cyber Monday being one of the busiest times of the year for retailers. Small Business Saturday is observed across the country to celebrate the entrepreneurial spirit of small business owners and encourages consumers to “shop small” and support the local economy.

The Pleasanton Downtown Association will be hosting an Open House in historic Downtown Pleasanton with free photos with Santa at the Museum on Main located at 603 Main Street from 10 a.m. – 1 p.m. Over 30 downtown merchants will be participating in this all-day event by offering special discounts on shopping, dining, and services. Balloons, stickers, shopping bags, pet bandanas, pens and more will be given to lucky customers throughout the day as a thank you for supporting local businesses. For more information on the Downtown Pleasanton Open House, contact the Pleasanton Downtown Association at info@pleasantondowntown.net or by calling 925-484-2199.

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