



# County of Santa Cruz

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## PRESS RELEASE

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### **HUNDREDS TO PARTICIPATE IN SMALL BUSINESS SATURDAY**

The County of Santa Cruz Office for Economic Development is pleased to announce more than 800 local retailers and service providers are participating in Small Business Saturday on Nov. 28, an event that emphasizes Santa Cruz County's tradition of strong, independent local businesses.

With the holiday shopping season beginning earlier than ever, Small Business Saturday remains the premier showcase for local businesses across the country. Held the day after Black Friday, Small Business Saturday provides a shopping alternative for those who want to avoid the crush of national retailers and choose to spend their money within their communities.

"If you're looking for unique gifts or gift certificates to fulfill your holiday shopping needs, local businesses are the way to go. They are the backbone of our economy, and spending your money locally strengthens and supports neighborhood businesses, jobs and the community," Economic Development Coordinator Barbara Mason said.

The County and Pacific, Gas & Electric are assisting retailers with promotional materials, including full-page newspaper ads listing all participating businesses. Working with local chambers of commerce, the County has also organized a Facebook page, [www.facebook.com/santacruzcountysmallbusinessaturday](http://www.facebook.com/santacruzcountysmallbusinessaturday), as an online focal point for local Small Business Saturday participants.

Retailers will be offering a variety of promotions to local shoppers. A full list of participating businesses is available upon request.