

PRESS RELEASE

Small Business Saturday, Shop Appleton First, November 28th!

In 2010, American Express founded Small Business Saturday to help businesses with their most pressing need – getting more customers. The day encourages people to shop at local small businesses on the Saturday after Thanksgiving. The single day has grown into a powerful movement with more people and businesses taking part every year. This year, the big day is Saturday, November 28.

Over 85 small businesses in the City of Appleton will take the idea to shop locally on Saturday one step further. The “Shop Appleton First Small Business Passport”, is a way for you to receive rewards such as specials and discounts that you can use as you “Shop Small” on Small Business Saturday, November 28. Participating retailers will choose what specials or discounts will be given that day.

“We offered this program for the first time last year and it was so well received that we were excited to offer it again this year,” Anne Wiegman, Marketing Director for Appleton Downtown Inc. shared. “By partnering with the City of Appleton and Appleton Northside Business Association, it has proven to be a great way to make customers aware of the multitude of small businesses throughout the City who appreciate their support all year long!”

As you make a purchase at a participating business, present your passport to earn a stamp. You earn one chance to win prizes for every 5 stamps you receive. The more stamped passports you have, the more chances to win! After you receive 5 stamps on your passport, leave it with the retailer of your last stop and all entries submitted will be randomly chosen for prizes.

The grand prize awarded this year will be 2 roundtrip tickets to Tampa Bay donated by your local airport, Appleton International Airport! Over \$1000 in other prizes will be awarded as well.

The participating businesses will be listed on the passport, or check out the insert in the Thanksgiving Post Crescent newspapers. The passports can be found attached to the insert and at participating retailers. You can also find event details on Facebook!

Shop Appleton First Small Business Passport is sponsored by.....

City of Appleton

Appleton Downtown Inc.

Appleton Northside Business Association

East Wisconsin Savings Bank

Fox Communities Credit Union

For more information on this event, please contact Heather Wessley (920)419-6684, Anne Wiegman (920)954-9112 or Dawn Ebert (920)733-4351.