

PRESS RELEASE

Small Business Saturday, Shop Appleton First, November 26th!

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 to shop small is Saturday, November 26.

Almost 100 small businesses in the City of Appleton will take the idea to shop and dine 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” or “Dine Small” on Small Business Saturday, November 26.

“This program has been very popular the last two years so we are excited to offer it again this year,” Anne Wiegman, Marketing Director for Appleton Downtown Inc. shared. “By partnering with the City of Appleton and the 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.

Two grand prizes will be awarded this year for a \$350 shopping spree at Appleton Northside businesses and a \$350 shopping spree at Downtown Appleton businesses. Over \$1500 in total prizes will be awarded and we are expecting a lot of winners!

The participating businesses and their specials are listed on the passport which is available as an insert wrapper in the Thanksgiving Day Post Crescent newspaper and at participating retailers. You can also find event details on Facebook Small Business Saturday Northeast Wisconsin!

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

City of Appleton
Appleton Downtown Inc.
Appleton Northside Business Association
East Wisconsin Savings Bank
Epiphany Law Office
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.