



**For immediate release**  
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## **Small Business Saturday Shop Appleton First Huge Hit!**

As you may know, American Express founded Small Business Saturday in 2010 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, November 28.

Ninety small businesses in and around the City of Appleton took the idea to shop locally on Saturday one step further. They offered a “Shop Appleton First Small Business Passport” as a way for customers to receive rewards as they “Shopped Small” on Small Business Saturday, November 28.

“2014 was the first year, and it was so well received we were excited to offer it again,” Anne Wiegman, Marketing Director for Appleton Downtown Inc., shared. “By partnering with the City of Appleton and Appleton Northside Business Association, we make customers aware of the multitude of small businesses.”

Many businesses reported record-setting sales and all were excited about the turnout and energy of that day. One business owner had this to say; “It was unbelievable! Last year was outstanding; this year was far beyond that! We didn’t have time to take pictures. There were 70 people in the store at times!”

787 passports were turned in with five stamps indicating they had supported at least five different small businesses. From those, 52 individual prizes were awarded worth over \$1000. The grand prize of 2 roundtrip tickets to Tampa Bay donated by Appleton International Airport was won by Kayla Prue!

The Shop Appleton First Small Business Passport was sponsored by City of Appleton, ADI, ANBA, East Wisconsin Savings Bank and 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.

Anyone can join **Fox Communities Credit Union** if they live, work or own property in the counties of Brown, Calumet, Kewaunee, Manitowoc, Oconto, Outagamie, Shawano, Sheboygan, Waupaca or Winnebago County. Fox Communities Credit Union has been serving the community for over **75 years**, employs over 325 team members, has over 80,000 members and has an asset size of over \$1 billion. Visit [www.foxcu.org](http://www.foxcu.org) for more details.