



For immediate release

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Small Business Saturday in Northeast Wisconsin was a Huge Hit!

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. This single day has grown into a powerful movement with more people and businesses taking part every year. This year, the big day was Saturday, November 25th.

One hundred eighty small businesses around Appleton, Green Bay and DePere took the idea to shop locally on Saturday one step further. They offered a “Small Business Passport” as a way for customers to receive rewards such as specials, discounts, and refreshments as they “Shopped Small” on Small Business Saturday, November 25th.

“We offered the program for the fourth time in Appleton, and the second time in Green Bay. DePere jumped on board to have their businesses put offers on our money saving app, “Hot Diggity Dough”. It was so well received that we are excited to start planning for 2018,” Heather Wessley, Community Relationship Officer with Fox Communities Credit Union shared. “Partnering with City Of Appleton, Appleton Downtown, Inc., Appleton Northside Business Assoc., City of Green Bay, On Broadway, Inc., Olde Main Street, Downtown Green Bay, Inc., Military Avenue Business District and Definitely DePere, proved to be a great way to make customers aware of the multitude of small businesses throughout Northeast Wisconsin!”

Many businesses reported record-setting sales and all were excited with the turnout and energy of the day! Kara Manuel, owner of Lillian’s in Appleton stated “We had a super fun day! We saw happy customers with lots of smiles enjoying the holiday season in downtown Appleton. So many thanks to those who came out that day and supported all of the local shops! We could not have asked for a better day all around!”

Around 1150 passports were turned in with five stamps indicating they had supported at least five different Green Bay and Appleton small businesses that day. From those, over 150 individual prizes were awarded in value over \$3200 in Appleton and \$2000 in the Green Bay area.

As Fox Communities Credit Union took the lead on this initiative, please contact Heather Wessley at (920)993-3735 or hwessley@foxcu.org to have your business contacted to participate in 2018.

Fox Communities Credit Union is 80 years strong. Fox started as Combined Locks Credit Union in 1937 with a small office in the Locks Mill to serve the employees by giving them financial opportunities. In 1987 we became Fox Communities Credit Union and opened our charter to serve the community. Since that time we have had various partnerships, and today we serve over 99,000 members in 12 counties with 22 branches in all of those communities.

We also put people over profits, by living the People Helping People credit union mantra. We are locally owned and managed and are committed to making significant contributions to the local areas we serve. We also have almost 400 employees employed in our communities.