



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 24th.

Close to 200 small businesses around Appleton, Green Bay and Heart of the Valley 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 24th.

“We offered the program for the fifth time in Appleton, the third time in Green Bay and introduced the Heart of the Valley area to the event for the first time this year. This event continues to grow, and it proves that the Shop Small Movement is something people in Northeast Wisconsin believe in,” 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 the Heart of the Valley Chamber, 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! Over 1630 passports were turned in with five stamps indicating they had supported at least five different Green Bay, Heart of the Valley and Appleton small local businesses that day. From the 1630 passports, over 200 shoppers were awarded prizes valued over \$7,500 within the participating communities!

Shop Small is a cause that supports local economies and promotes vibrant, diverse communities. Each dollar you spend returns 3x more money to your local economy than one spent at a chain, and almost 50x more than buying from an online mega-retailer.

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 be contacted to participate in this amazing event in 2019.

Fox Communities Credit Union is 81 years strong and today serves over 102,000 members with 22 branches. As a member-owned financial institution, Fox prioritizes people over profits. Fox has made a commitment to remain vital in the communities we serve, through our support and involvement. Fox has over 420 dedicated employees and more than \$1.5 billion in assets. In 2017, Fox was awarded the best performing Credit Union by S&P Global.