



**For immediate release**

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American Express 10<sup>th</sup> Annual Small Business Saturday hits a record high with an estimated \$19.6 billion in reported spending. 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. As estimated 110 million shoppers from across the country, positively impacted communities by choosing to shop small on November 30<sup>th</sup>. 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.

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".

"We are committed to helping small merchants grow their business. This program has been on-going in our communities for multiple years now and we continue to see a growth in participating businesses and people out supporting these local establishments. As this event continues to grow, and it proves that the Shop Small Movement is something people in Northeast Wisconsin believe in," Heather Wessley, Community Engagement Manager with Fox Communities Credit Union shared. "Partnering with City of Appleton, Appleton Downtown, Inc., 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 1250 passports were turned in with stamps indicating they had supported at least five different Green Bay, Heart of the Valley and Appleton small local businesses that day. From the returned passports, over 225 shoppers were awarded prizes valued at almost \$8,500 within the participating communities!

As Fox Communities Credit Union took the lead on this initiative, please contact Heather Wessley at (920)993-3735 or [hwessley@foxcu.org](mailto:hwessley@foxcu.org) to have your business or community be contacted to participate in this amazing event in 2020.

*Fox Communities Credit Union is 82 years strong and today serves over 106,000 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 410 dedicated employees and more than \$1.75 billion in assets. In 2018, Fox was awarded the best performing Credit Union by S&P Global. In 2019, Fox was voted best credit union in both the Valley and the Bay in the Bank or Credit Union category.*