



## PRESS RELEASE

**FOR IMMEDIATE RELEASE**

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### **PLEASANTON CELEBRATES SMALL BUSINESS SATURDAY**

*Shop Small on November 28, 2015*

*Pleasanton, CA*— The City of Pleasanton, Pleasanton Downtown Association, Visit Tri-Valley, Pleasanton Chamber of Commerce and Hacienda, are excited to work together to encourage the Pleasanton community to not only shop in Pleasanton on November 28, Small Business Saturday, but consider shopping "small" to support our local businesses this holiday season and throughout the year.

Numerous organizations have joined the national campaign, founded by American Express in 2010, declaring the Saturday after Thanksgiving every year as Small Business Saturday. Small Business Saturday is a day dedicated to supporting the small businesses that create jobs, boost the economy and preserve neighborhoods around the country during one of the busiest shopping times of the year. In Pleasanton, small businesses having between 1 and 100 employees provide more than 23,000 jobs.

Pleasanton merchants are encouraged to visit *shopsmall.com* to obtain tools to market their stores. Shoppers are encouraged to visit *inPleasanton.com* as well as partner organization websites to discover all of Pleasanton's retail shopping locations, and visit *shopsmall.com* to find local merchants that have joined the Small Business Saturday campaign by offering special promotions or discounts.

According to research by American Express in 2014, consumers spent an estimated \$14.3 billion at independent merchants on Small Business Saturday. And a study of independent retailers that included Pleasanton merchants showed that for every \$100 spent at an independently owned store, \$46 stays in the community.

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