

Small Business Saturday shopping encouraged

(KAIR)--Small Business Saturday will be commemorated across the nation on November 30.

A news release issued by the United States Small Business Administration says Acting Administrator Chris Pilkerton is encouraging Americans to support local communities by shopping at small businesses on that day.

Celebrated each year on the Saturday after Thanksgiving, Small Business Saturday allows consumers to make what the release calls “a tremendous impact in their neighborhoods” by supporting local small businesses.

Last year, an estimated 104 million consumers nationwide “shopped small” on Small Business Saturday.

This year marks the tenth Small Business Saturday, an annual celebration of America’s small business community.

Last year on Small Business Saturday, Americans spent a combined \$17.8 billion at independent neighborhood retailers and restaurants.

Currently, there are over 30 million small businesses in the United States. According to the release, about half of all-American workers are either employed by a small business or own a small business, and two out of three net new jobs are created by small businesses.

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