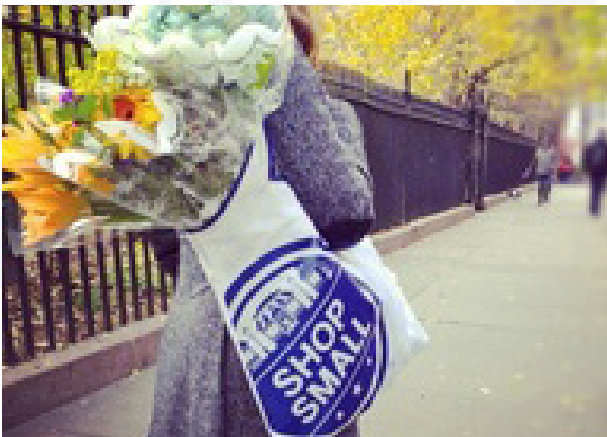




WHAT IS SMALL BUSINESS SATURDAY?

Small Business SaturdaySM was created in 2010 in response to small business owners' most pressing need: more customers. Falling between Cyber Monday and Black Friday, it's a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. It has since become a nation-wide, well-known celebrated event cemented on the national calendar with support from major corporations, elected officials, public and private organizations and millions of Facebook users.

The third annual Small Business Saturday gave a boost to Main Street merchants and spurred millions of consumers to spend billions of dollars at independently-owned small businesses.



WHY SUPPORT SMALL BUSINESS SATURDAY?

- Demonstrates commitment to the communities in which we do business
- Creates goodwill within the communities where our employees work and live
- When we support small business, jobs are created and local communities preserve their unique culture

DID YOU KNOW?

- Small firms accounted for 64 percent of the net new jobs created between 1993 and 2011¹;
- 93% of US consumers surveyed believe it's important to support the local small businesses that they value in their community²;
- 89% of US consumers surveyed agree that locally-owned, independent businesses contribute positively through taxes and jobs³;
- Independent retailers that are in communities with a "buy local" initiative reported revenue growth of 6.8% on average in 2012⁴;
- Small businesses pay 42.9% of total U.S. private payroll⁵.

¹ U.S. Small Business Administration, (September 2012)

^{2&3} The American Express OPEN Small Business Saturday Consumer Pulse (July 2011)

⁴ Institute for Local Self-Reliance (January 2013)

⁵ U.S. Small Businesses Administration (2012)

WHAT PEOPLE ACROSS THE NATION ARE SAYING ABOUT 2012 SMALL BUSINESS SATURDAY:



"Broadway Paper experienced a 77.6% increase in sales from Small Business Saturday 2011 to SBS 2012. This drastic increase is incredible and so wonderful, and largely due to American Express' campaign to Shop Small!"

– Kate Strzok, *Broadway Paper, South Carolina*

"Having a day to support small businesses is like a dream come true when you are in your first year of business. So it was great to see so many people come out to support us."

– Alex Forsythe, *Analog, California*

"Small Business Saturday was even busier than (Black) Friday."

– Brent Boskelly, *Elmhurst Olive, Illinois*

"This Small Business Saturday was probably twice as big as last year's, and the store was packed all day."

– Leah Daniels, *Hill's Kitchen, Washington D.C.*

2012 SMALL BUSINESS SATURDAY FACTS:

- Millions of consumers shopped at independently-owned small business spending \$5.5 billion on the day
- Consumer awareness of Small Business Saturday jumped to 67 percent compared to 34 percent just two weeks prior to Small Business Saturday last year
- The U.S. Senate unanimously passed a Small Business Saturday Resolution, which supports efforts to encourage consumers to shop locally and increase awareness of the value of locally owned small businesses. The resolution received bi-partisan support from more than 40 co-sponsors
- Elected officials in all 50 states and Washington D.C. championed Small Business Saturday – including President Obama and many senior government officials
- More than 350 small business advocate groups, public and private organizations supported the nationwide initiative, up from 230 in 2011
- One hundred fifty-five corporations, such as FedEx, Twitter, AOL/Patch and Clear Channel banded together to promote shopping at small merchants for Small Business Saturday, up from 75 in 2011
- More than 3.2 million Facebook users "liked" the Small Business Saturday page – up from 2.7 million in 2011
- Nearly 213,000 tweets were sent in support of Small Business Saturday during the month of November

JOIN THE COALITION:

Building on the success of the previous three years, we plan to scale this year's Small Business Saturday by expanding the coalition of supporters and creating more local events around the country. This includes support from advocacy organizations that join the initiative to motivate constituents through incentives and offers to Shop Small on November 30, 2013.

The coalition will be led by Women Impacting Public Policy, a business advocacy organization representing small businesses. [Join Us!](#)

CONTACT INFO:

Jason Lalak, Vice President, Women Impacting Public Policy (WIPP) | Phone: (415) 434-4314 | Email: JLalak@wipp.org