Senator Helming Encourages Residents of the Wayne-Finger Lakes Region to Participate in Small Business Saturday

PAMELA HELMING   November 26, 2019

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GENEVA – Senator Pam Helming is encouraging residents throughout the Wayne-Finger Lakes region to support small businesses during the 10th Annual Small Business Saturday taking place on Saturday, November 30. This nationwide event brings attention to the importance of supporting small businesses in our communities across the United States. Since Small Business Saturday began in 2010, over the course of nine days, it has reached $103 billion in spending.

"New York's private sector small business owners, job creators and entrepreneurs are the engine for economic growth in our State and Nation. Just last week, Unshackle Upstate released their 2019 Upstate Business Climate Survey and the views on the future of business were dismal. As we hear more and more about the challenges our small business owners are facing, it is now more important than ever that we shop local, " Senator Helming said.

"Small businesses are a critical component of the Upstate New York economy. While they face significant challenges out of Albany, New Yorkers can support these business by shopping local this holiday season. We appreciate Senator Pam Helming's support for Small Business Saturday and thank her for her continued advocacy for small businesses in the Finger Lakes and throughout Upstate," said Michael Kracker, Executive Director, Unshackle Upstate.

"As we approach the holiday season, I encourage everyone to take the time to check out all that our small businesses have to offer. When we make a purchase at a small business, we are not only helping the economy of our region, our state and our nation. We are also helping to support someone's family-someone who is perhaps a neighbor or a friend," Senator Helming said.

To view a map of the small businesses in your community and find more information on Small Business Saturday, please visit www.shopsmall.com.