



NEW YORK STATE SENATOR

Joseph P. Addabbo Jr.

## Support local shops on Small Business Saturday

SENATOR JOSEPH P. ADDABBO, JR. November 27, 2019

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Once the Thanksgiving feast is done, and the doors are busted at the big box stores' Black Friday sales, State Senator Joseph P. Addabbo, Jr. wants to remind shoppers of a very important day on the calendar, Small Business Saturday.

This year Small Business Saturday is on Saturday, November 30, right after Black Friday and before Cyber Monday. Small Business Saturday was first observed on November 27, 2010, promoted by American Express as a way for individuals to patronize brick and mortar businesses at the kick-off of the holiday shopping season.

"We all know about the incredible deals on Black Friday at major stores like Wal-Mart and Best Buy, as well as the online sales during Cyber Monday on websites like Amazon, but many people still do not know about Small Business Saturday," Addabbo said. "This day is a reminder for people to go out and support their local businesses. For me, from the stores in Rockaway to the ones in Kew Gardens Hills and all communities in between, I have great small businesses. Our small businesses are the backbone of our neighborhood, so it is imperative that when we are doing our holiday shopping that we spread some of the love to the local stores. By shopping at local stores on Small Business Saturday — and any day of the year for that matter — you are supporting a family from the neighborhood, so be sure to shop local this Small Business Saturday!"