



FOR IMMEDIATE RELEASE

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Think Small for Big Returns: Shop Small Business Saturday on November 24 in Downtown Norfolk

NORFOLK, Va. – (November 2018) – Support the small businesses that make Downtown Norfolk distinct during Small Business Saturday on November 24. A complete list of participating shops and restaurants are available at DowntownNorfolk.org.

Visit the Shop Small Welcome Station from 10 am to 2 pm at [Selden Market](#), 208 E. Main Street in Norfolk, for the list of participating businesses, treats and free shopping totes.

“The small businesses and restaurants in Downtown have so much to offer shoppers,” said Mary Miller, president and CEO of Downtown Norfolk Council. “Downtown will be alive with Strolling Santa carolers, Small Business Saturday decorations and gift card giveaways for shoppers.”

The NEON District will also host a Shop Small Welcome Station, hosted by Be a Local LOVEVA, at the Plot from 10 am to 1 pm. Get the list of participating businesses along with free shopping totes. Also enjoy the Small Business Saturday Craft Fair at Bearded Bird Brewing from noon to 5 pm and the Retirement Auction at Bress Pawn & Jewelry, one of the longest running shops in NEON.

The NEON District will host its annual [NEON Holiday Market](#) at The Plot on December 8 from noon to 5 pm.

The benefits to shop local are numerous according to [Independent We Stand](#). First on the list is to keep dollars in the local economy. For every \$100 spent at locally owned businesses, \$68 stays in the community as compared to \$43 at a national brand. Shopping locally also conserves energy and creates local jobs.

Small Business Saturday is an American shopping holiday held on the Saturday after Thanksgiving during one of the busiest shopping periods of the year. First observed in the United States on November 27, 2010, it is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize local brick and mortar businesses. Small Business Saturday is a registered trademark of American Express Corporation.

Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.

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