



FOR IMMEDIATE RELEASE

Contact: Jessica Kliner, 757-452-6592, [jkliner@downtownnorfolk.org](mailto:jkliner@downtownnorfolk.org)

## **Think Small For Big Returns: Shop Small Business Saturday on November 30**

NORFOLK, Va. – (November 2019) – Support the small businesses that make Downtown Norfolk distinct during Small Business Saturday on November 30. A complete list of participating shops and restaurants is available at [DowntownNorfolk.org](http://DowntownNorfolk.org).

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

Selden Market will host more than 30 businesses within the market. Additionally, Selden Market will feature:

- Early shopper giveaways
- Full bar & brunch from The Stockpot Norfolk, 10am to 4pm
- Live entertainment throughout the day
- Photos and hang with Santa, 10am to 2pm
- Free gift wrapping
- Festive food & drink for purchase

You can also shop local in Downtown throughout the holiday season. [Selden Holiday Market](#) offers the best gifts, treats and cheer. It includes more than 100 rotating shops and pop-ups featuring unique gifts from amazing small businesses including toys, jewelry, apparel, art, home goods and more. Pop-up businesses will change every weekend, so be sure to visit throughout the season to see what's new. Admission is free and open to all ages.

The NEON District will host its annual [NEON Holiday Market](#) at The Plot on December 14 from noon to 4 pm. More than 30 local artisans, crafters and makers will sell their wares at the festive outdoor market with live music, food trucks and singing Santas.

MacArthur Center, Downtown's shopping mall, also celebrates Small Business Saturday by highlighting its 14 independent retailers including Cardi, The CBD Shoppe, Cream, The Fixx, For All Handkind, Garden Gazebo, Holly's Kollektibles, Joost, La Hacienda, Lemon Seed Designs, MadHatter Studio, Nexus, Rootz and Silver Stream.

Buy Local Month November 15 – December 15

<https://retailalliance.com/buylocalhamptonroads/>

When you support locally-owned businesses, 45% of those dollars spent stay within our community as opposed to only 14% when choosing to buy from non-local businesses. This influx of revenue is essential for local business growth, strong schools, improved infrastructure and an overall increased quality of life. A healthy local economy helps to make Hampton Roads such a unique place to call home.

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 50-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](http://DowntownNorfolk.org).

###