**<BUSINESS NAME> lends its Support to Small Business Saturday® and Drives Commerce to Flint & Genesee Small Businesses**

For Immediate Release

<BUSINESS CITY, RELEASE DATE> – < BUSINESS NAME> today announced its participation in Small Business Saturday, to be held this year on November 29, 2014. Small Business Saturday is a day dedicated to celebrating and supporting small business.

<INSERT LANGUAGE DESCRIBING WHAT YOUR BUSINESS/ORGANIZATION WILL BE DOING TO SUPPORT THE DAY>

“Small Business Saturday is a great opportunity to support local small businesses and recognize all that they do for our communities,” said Tim Herman, CEO of the Flint & Genesee Chamber of Commerce. “Whether it’s a visit to the dry cleaners, a haircut at the local salon, a trip to museum gift shop or simply your morning cup of coffee, when you patronize local businesses you support the growth and prosperity of Flint & Genesee.”

Now in its fifth year, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States. In 2013, nearly 1,500 neighborhood champions rallied local businesses and created events and activities to drive shopping at small businesses around the country. The day was also championed by elected officials in all 50 states and Washington D.C., including President Barack Obama who took his daughters shopping at a local bookstore.

<BUSINESS NAME> recognizes the importance of supporting small business in Flint and Genesee County, the jobs they help create and the culture they instill in local communities. According to the U.S. Small Businesses Administration, as of 2012, small businesses nationwide accounted for 64 percent of net new private-sector jobs created and represented 99.7 percent of all employer firms.1

**Media Contact:**

<Insert name of company contact>

<Insert company name>

<Insert phone number where contact can be reached>

**ABOUT SMALL BUSINESS SATURDAY**

Nov 29 marks the fifth annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created in 2010 in response to small business owners’ most pressing need: more customers. To date, more than 3.3 million Facebook users “liked” the Small Business Saturday page2. Just last year, 370+ advocacy organizations, 160+ corporations, and elected officials in all 50 states and Washington D.C. declared their support for Small Business Saturday.

1 Small Business Administration Office of Advocacy Frequently Asked Questions, September 2012

2 According to Facebook Insights, the Small Business Saturday page on Facebook at https://www.facebook.com/#!/SmallBusinessSaturday received 3,316,569 “Likes” as of 5/20/2014