



FOR IMMEDIATE RELEASE

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Small Businesses. Big Impact in the Electric City!

Mayor Courtright declares November 24 Small Business Saturday in Scranton

(SCRANTON, PA) — When it comes to the economic vitality of downtown Scranton, there's nothing small about the impact of independent businesses in the Electric City.

To encourage shoppers to support the small businesses that make downtown Scranton unique, Mayor William L. Courtright officially proclaimed November 24 as Small Business Saturday in Scranton. Mayor Courtright made the announcement at City Hall on November 1 with Scranton Tomorrow and members of the Downtown Scranton Business District.

The Shop Small movement began in 2010 as an American Express initiative designed to encourage shoppers to patronize small businesses during the holiday season. The movement gained momentum, and Small Business Saturday is now recognized in every state across the country. According to *americanexpress.com*, “an estimated 108 million consumers nationwide reported shopping or dining at local independently-owned businesses on Small Business Saturday — generating roughly \$12 billion.”

Scranton Tomorrow spearheaded downtown Scranton's Small Business Saturday in partnership with The City of Scranton beginning in 2011. This year, more than 50 shops and eateries in the Downtown Scranton Business District will offer special promotions on November 24. Throughout the day, shoppers are encouraged to help spread the word about the eclectic shops and eateries in the Electric City using #shopsmall, #smallbiz, #shoplocal on social media.

For updates, follow Scranton Tomorrow on Facebook or contact their headquarters at 570.963.5901 or Liz Baldi at admin@scrantontomorrow.org.

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Caption:

From left, front row; Leslie Collins, executive director, Scranton Tomorrow; Mayor William L. Courtright, City of Scranton; Elizabeth Baldi, project coordinator, Scranton Tomorrow. Second row; Michael Melcher, Creative and Performing Arts Academy (CaPAA) & The Black Box Café; Jamie Constantine, The Velvet Elvis; Kari Johnson, AOS Metals; Kara Schermerhorn, The Pink Pedal; Micah Woodard, Lavish Body & Home; Bill Sheakoski, Pizza by Pappas; Aaron McNany, Veloce Scranton; Joshua Mast, board president, Scranton Tomorrow; and Tom Sheakoski, Pizza by Pappas.