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the shop small movement and expand its presence in Puerto Rico. I intend shares American ...

Nov. 12, 2018



Small businesses across the country are getting ready for their biggest sales period of the year, and several organizations help these retailers promote themselves during the holiday season.

American Express has revealed its lineup of community programs for the ninth annual Small Business Saturday, taking place nationwide on November 24. Small Business Saturday, founded by American Express in 2010, is held each year on the

Saturday after Thanksgiving to encourage people to shop at independently-owned

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diversify our communities,” said Elizabeth Rutledge, Chief Marketing Officer at American Express. “We’re extremely proud of how Small Business Saturday has grown over the past nine years. This year, we are excited to be working with Lin-Manuel Miranda and other local small business advocates who embody the spirit and passion of Small Business Saturday across the country and in Puerto Rico.”

“Communities like mine, Washington Heights in New York City, are made special and unique by small businesses. I’ve stayed in my community because neighbors are family, commercial strips are vibrant with bakeries, restaurants serve food as if your grandmother made it, and bodegas are stocked with what you need,” says Miranda. “I’m excited to join American Express in celebrating Small Business Saturday this year, as they make communities stronger by supporting local business owners like my pharmacist Manny and my barber George.”

American Express is expanding its Small Business Saturday support to Puerto Rico this year, as local businesses continue to get back on their feet after last year’s storms. American Express will be supporting the island’s businesses in partnership with the Government of Puerto Rico through its Trade and Exports Company and the Puerto Rico Tourism Company, U.S. Small Business Administration (SBA) Puerto Rico District Office<sup>1</sup>, Puerto Rico Chamber of Commerce, LGBTTQ Chamber, and the Puerto Rico Product Association (Hecho en Puerto Rico).

Miranda will star in this year’s Small Business Saturday television ad, debuting in November. In August 2018, he was featured in an ad about how his community of Washington Heights has fueled his personal and professional growth – and how American Express has had his back along the way.

**SHOP SMALL THIS SMALL BUSINESS SATURDAY**

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seller markets near you.

- **Join Fierce Women with The Wing:** The Wing, a network of co-working and community spaces designed for women, will support entrepreneurs again this Small Business Saturday by hosting Shop Small Stations at women-owned businesses in NYC, San Francisco and Washington, D.C. Shoppers can kick off their day at the Shop Small Stations with fun amenities, treats and special Shop Small maps of curated local businesses. More information is available [here](#).
- **Jam with Record Store Day:** Record Store Day will celebrate independent record stores with four limited-edition vinyl releases from Kid Doe, ([Particle Kid](#) + [John Doe](#)), [Ben Folds](#), [Tony Bennett](#) + [Diana Krall](#) and [Ingrid Michaelson](#). The special edition releases will hit shelves at record stores across the country on Small Business Saturday. Find more information and a record store near you at [www.recordstoreday.com](http://www.recordstoreday.com). Also, be sure to check out the following live performances at independent record stores on November 24:
  - Particle Kid at [Fingerprints](#) in Long Beach, CA
    - To attend the performance, be sure to purchase a pre-sale of the special release album; call the store at (562)-433-4996 for more details
  - John Doe at [1-2-3-4! Go Records](#) in Oakland, CA
    - To attend the performance, be sure to purchase a pre-sale of the special release album; check the store website for details
  - Ben Folds at [Rough Trade](#) in Brooklyn, NY
    - To attend the performance, be sure to purchase a pre-sale of the special release album; check the store website for details
  - Crack The Sky at [The Sound Garden](#) in Baltimore, MD
    - Performance will be open to the public on a first-come basis
- **Get Lost in Your Local Bookstore with Indies First:** Indies First, the national campaign by the American Booksellers Association (ABA) supporting independent bookstores on Small Business Saturday, will once again mark the day by showing

love for independent bookstores. [MahoganyBooks](#) in D.C. will host Jason

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Neighborhood Champions this year, committing to host events and activities to rally their communities on Small Business Saturday. Shop Small enthusiasts can show their love for small businesses in their communities by getting out with family and friends to attend Neighborhood Champion events. Click [here](#) to find Neighborhood Champions near you.

Millions of shoppers, food lovers, public officials and other supporters pledged their support on Small Business Saturday last year. This year check with your local businesses and community organizations to see what they have planned for Small Business Saturday. Everyone is also welcome to join the movement on social media by using the hashtags #ShopSmall and #SmallBizSat. You can also RSVP on the [Small Business Saturday Facebook page](#) to Shop Small this Nov. 24 and receive reminders.

More places than ever now accept the American Express® Card, and you can visit the Shop Small Map at [www.shopsmallnow.com](http://www.shopsmallnow.com) to find American Express-accepting small businesses in your neighborhood.

**Support Your Favorite Main Street:** In the lead up to Small Business Saturday, American Express and The National Trust for Historic Preservation – in collaboration with Main Street America – continued their work with Partners in Preservation: Main Streets, a community-based partnership to raise awareness of the importance of preserving historic places and their role in sustaining local communities. The program is inspired by the Shop Small movement and this year the campaign committed \$2 million in grants to historic sites on America's Main Streets, which reflect the development of our diverse nation and the struggle for equal rights, as determined by public vote.

## ABOUT SMALL BUSINESS SATURDAY

November 24<sup>th</sup> is the ninth annual Small Business Saturday, proudly backed by American Express. Dedicated to supporting the diverse range of local businesses that

create jobs, boost the economy, and enhance neighborhoods around the country,

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