



A Smart Place to Live

**CONTACTS:**

Michael Stiefvater, City of College Park (240) 487-3543

Jason Lalak, WIPP (415) 434-4314

**Mayor Andrew Fellows of College Park, Maryland Declares November 29<sup>th</sup> Small Business Saturday to Support and Celebrate Local Small Businesses**

**College Park, Maryland (November 25, 2014)** – The City of College Park announced today its endorsement and participation in the fifth annual [Small Business Saturday](#). Falling between Black Friday and Cyber Monday, Small Business Saturday is a day to celebrate and support the small independently-owned businesses that help boost local economies across the country.

“Shopping locally and supporting small business is beneficial for everybody, as it builds community and celebrates the unique sense of place created by these merchants. With over 140 independently-owned restaurants and shops, I encourage our residents to support small businesses not only this Saturday, but also throughout the year,” said College Park Mayor Andrew Fellows. A list of College Park’s independently-owned retail businesses can be found on the City’s [Shop College Park website](#).

Small Business Saturday was created in 2010 in response to small business owners’ most pressing need: more demand for their products and services. Since its inception, Small Business Saturday has served as the ceremonial kickoff to the busy holiday shopping season for small, independently-owned businesses. In 2013, millions of consumers shopped at independently-owned small business spending \$5.7 billion on the day – up from \$5.5 billion in 2012.

Similar to last year, [Women Impacting Public Policy](#) (WIPP), a non-partisan small business advocate and operational arm of the Small Business Saturday Coalition, is rallying mayors across the country to show their support and encourage their local communities to “shop small” on November 29, 2014.

In recognizing the importance of supporting independent businesses, Mayor Fellows:

- Issued a Small Business Saturday Proclamation
- Plans to Shop Small on November 29<sup>th</sup> on Baltimore Avenue and has invited residents of College Park to shop locally with him
- Engaged City staff to publish information on the Shop College Park website and social media platforms

“In 2013, elected officials in all 50 states and Washington D.C. championed Small Business Saturday which helped drive consumers to small, independently-owned businesses on the day,” said Barbara Kasoff, president of WIPP. “This year, we are urging Mayors everywhere to show their support and encourage their communities to ‘shop small’ during the holiday season.”

College Park small businesses will be offered toolkits and other resources to participate in Small Business Saturday by WIPP, on behalf of the Small Business Saturday Coalition. Additional information about Small Business Saturday is available at: [www.ShopSmall.com](http://www.ShopSmall.com).

###

### **About Small Business Saturday**

November 29th marks the fifth annual Small Business Saturday, a day dedicated to supporting the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created by American Express in 2010 in response to small business owners’ most pressing need: more customers.

### **About Women Impacting Public Policy (WIPP)**

WIPP is a national nonpartisan public policy organization advocating on behalf of its coalition of 4.7 million businesswomen including 75 business organizations. WIPP identifies important trends and opportunities and provides a collaborative model for the public and private sectors to increase the economic power of women-owned businesses. Visit [www.wipp.org](http://www.wipp.org).

###