

**** PRESS RELEASE ****

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Take the pledge to #ShopSmall this holiday season

Watkins Glen, NY – According to the American Independent Business Alliance, 48% of each purchase at a local independent business was recirculated locally. Through the multiplier effect, the impact of shopping locally snowballs. Maybe this means a business owner can...

- Put a child through dance or martial arts (at another local business)
- Hire more people (creating jobs and infusing more money in the local economy)
- Provide health insurance to employees (providing better quality of life and improving the local community)

Small Business Saturday (November 25) is a little over a month away, but this year, we are urging our friends and family to shop small (that is, to patronize locally-owned and operated shops and businesses) all season long. Will you join us by taking the pledge to #ShopSmall this holiday season?

Join the movement! Head to our website to take the pledge, then share the image and the link on your Facebook page to show your support and encourage your friends to do the same! Take the pledge and download the pledge badge here:

www.watkinsglenchamber.com/smallbusinessaturday.

The Watkins Glen Area Chamber of Commerce is proud to be a designated Neighborhood Champion and is excited to unveil a number of Small Business Saturday promotions in the coming weeks – stay tuned!



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