

**\*\* PRESS RELEASE \*\***

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## **SMALL BUSINESS SATURDAY 2016 Shop Small, Save Big**

WATKINS GLEN, NY – Did you know that 48% of each purchase at a local, independent business is recirculated locally? Small Business Saturday is dedicated to supporting small businesses across the country. Founded by American Express in 2010, this day is celebrated every year on the Saturday after Thanksgiving.

On Saturday, November 26, nearly 40 local businesses will participate in the Watkins Glen Area Chamber of Commerce's Small Business Saturday promotion. Each business is offering unique incentives for shopping small including discounts, unique experiences, free gifts, bonus offers, complimentary gift wrapping, and more! Supporting local businesses, keeping more money in your local economy, getting great deals; how could the day get any better?! Well, it can!

Our Christmas Wish List describes the unique incentive that each participating business will offer. But there's more! While you are shopping, be sure to take the Christmas Wish List with you, have it stamped as you make purchases, and enter to win one of several gift baskets full of local goodies! It's easy. Here's how:

- 1) Visit [www.watkinsglenchamber.com/smallbusinessaturday](http://www.watkinsglenchamber.com/smallbusinessaturday) and print the Christmas Wish List.
- 2) Purchase one of the items on the list (or any item from a participating business) and receive a stamp.
- 3) After you are done shopping, complete the entry form on the back page, leave it at your last stop, and you will be entered to win one of five gift baskets. The more stamps you have, the more chances you have to win!

While you're shopping be sure to share your adventures on social media using #shopsmall and #shopsmallwgacc. Follow the Watkins Glen Area Chamber of Commerce on Facebook and on Twitter @WGAreaChamber.

### **Participating Businesses:**

Atwater Estate Vineyards  
Barnstormer Winery  
Barry Family Cellars  
Beauty by Frenchies  
Bookkeeper Buddy  
Brick Tavern Museum  
Carroll Services  
Essential Oil Discovery  
Finger Lakes Distilling  
Finger Lakes Wine Lockers  
Franklin Street Gallery  
Fulkerson Winery  
Glenora Wine Cellars

Graceful Arts Fiber Studio  
Hazlitt 1852 Vineyards  
Hidden Valley 4-H Camp/CCESC  
Humane Society of Schuyler County  
Inner Peace Floats  
Ithaca Popcorn Company  
JBK Bridal & Prom  
Joyful Adornments Glass Studio  
Kangen Water Life Changers!  
Lakewood Vineyards  
Namaste Event, Spa & Wellness Center  
Odessa Wine and Spirits  
Quinlan's Pharmacy  
SCT Computers  
Seneca Sunrise Coffee  
Shtayburne Farm  
Sunset View Creamery  
ST Life and Homes  
Three Brothers Wineries & Estates  
Ultimate Sound + Lites  
Unique Country Boutique  
Veraisons Restaurant at Glenora Wine Cellars  
Village Bakery  
Watkins Glen Promotions  
Watkins Glen Wine & Spirits LLC

The Watkins Glen Area Chamber of Commerce office located at 214 North Franklin Street will be open on Small Business Saturday from 10:00am to 4:00pm. If you have any questions about the event, be sure to stop by and see us!

For more information visit [www.watkinsglenchamber.com/smallbusinessaturday](http://www.watkinsglenchamber.com/smallbusinessaturday) or contact Meredith Williams at [meredith@watkinsglenchamber.com](mailto:meredith@watkinsglenchamber.com) or call (607) 535-4300.

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