



# County of Santa Cruz

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## PRESS RELEASE

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### **TOMORROW: SHOP SMALL BUSINESS SATURDAY**

The County of Santa Cruz and local small businesses are encouraging residents to shop local on Saturday, Nov. 26, for Small Business Saturday.

This year, more than 1,000 local restaurants, retailers, craftsmen and service providers are participating in Small Business Saturday, which celebrates local communities by encouraging shoppers to spend their holiday dollars locally. The event is held every year on the day after Black Friday.

This year, the event coincides with numerous locally focused events, such as Capitola's Surfing Santa and the Santa Cruz Mountains Makers Market at Felton Community Hall. Many local retailers will be offering specials, promotions and other incentives for local shoppers.

To see participating retailers, go to  
[www.facebook.com/santacruzcountysmallbusinesssaturday](http://www.facebook.com/santacruzcountysmallbusinesssaturday).

When you shop local, 68 cents of every dollar stays local, compared with 43 cents when you shop at national retailers. Local businesses help create a local identity, sustain the local economy, provide local jobs, and offer unique and independent goods and services. In Santa Cruz County, 82 percent of our business are local, small businesses.