



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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4,000 LOCAL BUSINESSES CELEBRATE SMALL BUSINESS SATURDAY

The Santa Cruz County Office for Economic Development is pleased to invite residents to the 2018 Small Business Saturday event on Nov. 24.

Every year, thousands of local businesses participate in Small Business Saturday, and hundreds more sign up each year. Small Business Saturday is an annual nationwide shopping event sponsored by American Express that celebrates local small businesses.

"Our local businesses offer a wonderful array of unique goods and services that will please any holiday shopper," Economic Development Coordinator Barbara Mason said. "By spending locally, we support our community and our neighbors while putting a big dent in our shopping lists."

Local businesses contribute greatly to Santa Cruz County's economy and quality of life. This year's Small Business Saturday community events include:

Boulder Creek Dollars	Surfin' Santa & Tree Lighting, Capitola
Santa Cruz Mountains Makers Market	Craft Fair, Aptos United Methodist Church
Soquel Village Sidewalk Sales	Tree Lighting event, Crow's Nest
Santa Cruz County Animal Services Benefit	Santa Cruz Downtown Sidewalk Sales
Shop Boutique	Ben Lomond Valley Churches United
Boardwalk Holiday Ice Event	Holiday Gift Shop
East Lake Shopping Center Down Home	Boardwalk Bowl Strike Out Hunger
Holidays	Holiday Lights Train

Local small business can find materials at the Office for Economic Development's website, www.sccvitality.org, under the "Business" tab. They may also follow developments on the County's Small Business Saturday Facebook page at www.facebook.com/santacruzcountysmallbusinesssaturday.