



MEDIA RELEASE

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FOR IMMEDIATE RELEASE
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The Hopewell Downtown Partnership and Hopewell-Prince George Chamber of Commerce Partner for Small Business Saturday

HOPEWELL, VA – The Hopewell Downtown Partnership and the Hopewell-Prince George Chamber of Commerce will be serving as “Neighborhood Champions” for Small Business Saturday on November 28th. Show your love for local businesses in Hopewell by choosing to #ShopSmall on Small Business Saturday and throughout the entire holiday season.

Although, the Hopewell Downtown Partnership and the Hopewell-Prince George Chamber of Commerce are not organizing a centralized indoor event for Shop Small Saturday due to the COVID-19 pandemic, both organizations will be dropping off "Shop Small" swag to local businesses and members prior to November 28th. You can support the movement safely all month by "checking-in" to your favorite places on Facebook or Instagram, whether you shop in-person or online, and adding the hashtags: #smallbusinessaturday #shopsmall #hopewell.

ABOUT THE TRADITION: Small Business Saturday is an American shopping holiday held during the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. First observed in the United States on November 27, 2010, Small Business Saturday is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local. Small Business Saturday is a registered trademark of American Express. The first event was created by American Express, in partnership with the non-profit National Trust for Historic Preservation, Boston Mayor Thomas M. Menino, and Roslindale Village Main Street.

If you have questions about “Shop Small Saturday”, contact Heather Lyne at heather@hopewelldowntown.com or (804)571-1068 or Daniel Jones at daniel@hpgchamber.org or (804) 541-2461.

- AMEX’s Shop Small website: <https://www.americanexpress.com/us/small-business/shop-small/about/?linknav=us-loy-nav-aboutshopsmall>
- Facebook Event hosted by the Hopewell Downtown Partnership: <https://fb.me/e/4Jwn1XezV>
- “Shop Small” Shop Customizable Marketing Materials: <https://www.americanexpress.com/us/merchant/shop-small.html#toolkit>