



FOR IMMEDIATE RELEASE

Contact: Kaye Iftner
217-285-2971
info@pikeil.org

5th Annual Small Business Saturday coming November 29

November 14, 2014 Pittsfield, IL: First there was Black Friday, then Cyber Monday. On November 29th comes the fifth annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday is a national movement to drive shoppers to local merchants across the U.S. The inaugural Small Business Saturday was held in 2010, and according to American Express, last year over \$5.5B of consumer spending has been attributed to Small Business Saturday®.

The Pike County Chamber of Commerce will continue its tradition of promoting local shopping by again being a Neighborhood Champion for Small Business Saturday. “We are taking this opportunity to remind the residents of the county of the importance of supporting local businesses on this busy shopping day. We are fortunate to have many wonderful small businesses in Pike County,” said Pike County Chamber Executive Director Kaye Iftner. “They are our neighbors and our friends. When you do business with these folks you simultaneously help create jobs, fund more local services through sales tax, and promote community development. Small Business Saturday recognizes the critical role small businesses play in Pike County. “

Iftner reminds residents that in March of 2014 the voters of Pike County passed a 1% school utilities tax. Based upon historical sales tax information the revenue for our four school districts should total \$ 895,000 per year. That means that now, more than ever it is important to shop locally. “Spending locally has always made sense for Pike County “says Iftner. “These business owners live in our communities, care about them and invest in them. Now, when you do your holiday shopping, think about what that one penny on the dollar does for our schools and our kids. We remind everyone to “Live Pike, Love Pike and Spend Pike”. Before you jump in a car or go online to shop, please think about the benefits of spending first in our home county. When we shop locally everybody wins, especially our kids”.

A number of local businesses will have special promotions on Small Business Saturday according to Iftner. You will find the details on the Chamber’s web site, www.pikeil.org or on Facebook at Pike County Illinois Chamber.

According to the 3/50 Project, which encourages supporters to spend \$50 per month in their three favorite local businesses, \$68 of every \$100 spent stays in our community when we shop at a locally owned business vs. only \$43 when shopping at a non-local business. Small Business Saturday is a nation-wide effort started by American Express and sponsored by several other businesses.

For information about Small Business Saturday contact Kaye Iftner at the Pike County Chamber of Commerce, 217-285-2971.