

### Small Business Saturday a Success

(KAIR)--For the past four years, American Express has been promoting Small Business Saturday, an initiative to encourage people to shop at their local shops during the holiday season and give back to the community. The numbers are in for this year, and from all indications, this year's Small Business Saturday was an overwhelming success, with \$5.7 billion spent during the day, which is a 3.6 percent increase from last year.

Small Business Saturday Spokeswoman Patricia Norins says that those numbers, among other factors, show that the initiative is really taking off, and people are glad to see it. Consumer awareness of the event was at 71-percent this year, which is up from 67-percent last year.

Norins thinks there are a variety of reasons why the event was a success. Such as the increased desire of the consumer to go out and support the local merchants that mean so much to the community. They recognize that they are contributing to the local community as well as contributing to the local economy when they do that.

Small Business Saturday enjoyed a great deal of support, with elected officials in all 50-states, as well as President Obama championing the cause. Governors in 41-states, including Kansas governor Sam Brownback, also issued proclamations in support of Small Business Saturday.

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