

### Atchison Promotes Small Business Saturday

(KAIR)--As families across the local area enjoyed the Thanksgiving holiday, many may have also been planning to take advantage of Black Friday sales. However, many may not know that there is a lesser known after Thanksgiving shopping day that focuses on the local business.

Small Business Saturday started in 2010, launched by American Express

Atchison Area Chamber of Commerce President Jacque Pregont stresses the importance of shopping locally, and says there is evidence to support how important it can be to a community, and how much their economy relies on small business. She says that "Every dollar that you spend with a small business, effects your economy three times more than if you are spending it at a bigger box retailer because with a bigger box retailer, so much of that money leaves town...It's even more important, I think, to small communities because most of what we have is small business. And so, if we don't support those small businesses, they will go away. And if they go away, we have no community".

Pregont says the Chamber is hosting an event this Saturday to promote the event. Starting at noon, they will be set up at the 600 block of Commercial Street to reward shoppers who spend money in local businesses. If you shop at a small independent business this Saturday morning and spend \$10 or more and bring that receipt to the chamber booth, you will be able to draw a prize from one of several small businesses. However, you do have to go to that business to claim your prize.

Pregont adds that there will be a new promotion this year as well. During the event Saturday, people can pick up a chamber passport that is good from Saturday until December 6th. During that time, if someone spends \$10 or more at one of the 21 businesses listed on the passport, they will receive a stamp. If ten stamps are collected, and brought to the Chamber of Commerce office, \$20 in chamber gift bucks will be awarded.

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