

Local businesses to benefit through Small Business Saturday

(MSC News)--Small Business Saturday is set for another year, with the day to be commemorated Saturday.

The idea is to shop local on what is traditionally one of the busiest shopping weekends of the year, kicked off annually by Black Friday on the day following Thanksgiving.

Small Business Saturday was started by American Express in 2010 as a way to encourage support for businesses in local communities across the nation.

According to the Small Business Saturday website, the year after it was founded, the day gained national attention, with the United States Senate in 2011 unanimously passing a resolution in support of the idea.

By 2012, officials in all 50 states were encouraging participation in Small Business Saturday.

Among the reasons cited for thinking small on the Saturday after Black Friday are to help create jobs in the community and to keep tax dollars local.

Linda McMahon, the Administrator of the United States Small Business Administration, has released a video message of support for 2017's date.



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