



For Immediate Release:

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Press Conference & Photo Opportunity —Friday, November 22, 2019 at 10:30 a.m.

Dane Buy Local Executive Director Colin Murray and other local business leaders will be on hand at the Nov. 22 Holiday Kick-off news conference being held at Don's Home Furniture at 2121 West Beltline Hwy., Madison. Scheduled to appear are Dane County Executive Joe Parisi, Don's Home Furniture owner Blaine Neupert, Middleton Chamber of Commerce Executive Director Curt Fuszard, Cottage Grove Chamber of Commerce Executive Director Paula Severson, Rose Cottage Florals owner Romni Pullen and The Conscious Carnivore owner Bartlett Durand.

Dane Buy Local kicks off holiday shopping with Small Business Saturday

MADISON – Dane Buy Local Executive Director Colin Murray and Dane County Executive Joe Parisi will join other local business leaders for a Holiday Kick-off press conference being held Friday, November 22, at 10:30 a.m. at Don's Home Furniture, a local business located at 2121 West Beltline Hwy. The event will commemorate the 10th anniversary of Small Business Saturday, launch the new Shop Indie Local campaign and highlight the 600-plus members of Dane Buy Local to emphasize the importance of local businesses in sustaining a vibrant and economically robust community.

"Shopping locally during the holiday season is a great way to support small businesses and build our local economy," said Dane County Executive Joe Parisi. "Dane Buy Local plays an important role in our community—helping more Dane County residents prosper, create jobs, and give back to our area." Numerous studies show if shopping dollars are shifted to locally owned, independent businesses, they'll generate far more economic benefit in local communities than money spent at national chain outlets.

Small Business Saturday is an all-day event recognized November 30, the Saturday after Thanksgiving to encourage shopping at local, independently owned businesses during the holiday shopping season. This year commemorates the 10th anniversary of the event that, according to 59% of small-business owners, contributes significantly to retail and restaurant holiday sales each year. In 2018, U.S. consumers reported spending a record high of \$17.8 billion at independent retailers and restaurants on Small Business Saturday. Surveys showed 96% of consumers commented the day makes them want to Shop Small all year long, not just during the holiday season.

The new Shop Indie Local campaign spanning November 1 to December 31 was launched this year to encourage consumers to shop at small businesses during the entire holiday season, not just on one day. Americans spend a large portion of their annual retail shopping budget during this period. Shop Indie Local rolls Small Business Saturday, Cyber Monday and Giving Tuesday into a season-long outreach

"Many of us are already planning to spend money during the holiday season for food, greeting cards, gifts or flowers for friends, family and neighbors. Why not spend those dollars at a locally owned business? Whether shopping at a physical location or online, consider shopping at local businesses first," said Colin Murray, Executive Director of Dane Buy Local.

Small Business Saturday and Shop Indie Local are sponsored locally by Dane County Credit Union, The Evjue Foundation and the Madison Gas & Electric Foundation.

For more information about Dane Buy Local, please contact Colin Murray at colin@danebuylocal.com or (608) 729-7342/office, (608) 712-3440/cell or visit <http://www.danebuylocal.com>

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