

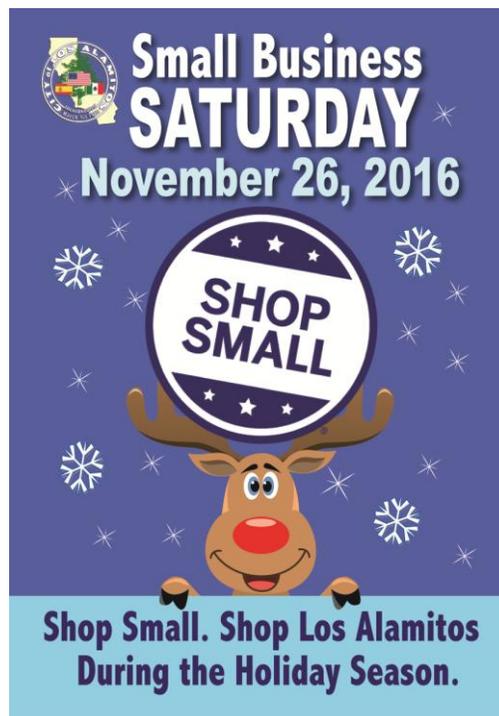
NEWS RELEASE

CITY OF LOS ALAMITOS

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Shop Los Alamitos on *Small Business Saturday* November 26, 2016

Los Alamitos, CA - This November 26th, shop owners and towns across America will unite to promote shopping at small local businesses. The City of Los Alamitos is proud of its reliance on small businesses as an important element in its success. In support of our local economy, *Small Business Saturday* encourages shoppers to seek out small businesses to shop at in their own town during the holiday shopping season and throughout the year. Small Business Saturday is celebrated on the Saturday after Thanksgiving, and in 2016 that day is November 26th.



How can you help? Visit the amazing Los Alamitos restaurants and shops that have chosen the City as their home. Take the day to look at our City's shops such as Chartreuse, Antica Olive Oil, or Los Alamitos Kids Resale. And while you're at it, grab something to eat at an old favorite like Great Dane Baking Company or Volcano Burger or at one of our newer restaurants such as Rustic Eats or Thailusion.

Tell the small businesses of Los Al that you appreciate all they do for us by shopping local on Saturday, November 26, 2016 for *Small Business Saturday*.

Founded in 2010 by American Express, *Small Business Saturday* is a campaign to help small businesses get more exposure during one of the biggest shopping weekends of the year. Each year, Los Alamitos businesses and shoppers join over 100 million people participating the Saturday between Black Friday and Cyber Monday. In this seventh year of *Small Business Saturday*, we have the opportunity to make this the best holiday shopping season yet for our friends who own these businesses. SmallBusinessSaturday.com offers owners, community supporters and shoppers alike a variety of ways to promote the notion of shopping local, including:

- Sample e-mails and social media postings to help spread the word
- Sample posts to feature on your website or blog
- Signage to show your involvement
- Logos to use in your advertising and promotions

As a consumer, you are a key part in helping small businesses thrive. By shopping or dining at small businesses throughout the year, you're showing your support for the small businesses in your neighborhood and reinvesting in the community you call home.

Mark your calendars now and plan to Shop Los Al on *Small Business Saturday*,
November 26, 2016!



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