



NEWS RELEASE

CITY OF LOS ALAMITOS

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Shop Los Alamitos on *Small Business Saturday* November 25, 2017

Los Alamitos, CA - This November 25th, shop owners and towns across America will unite to promote shopping at small local businesses. The City of Los Alamitos considers small businesses to be an important ingredient for a successful town. In support of our local economy, *Small Business Saturday* encourages you to shop at one of our local small businesses so you can relax and enjoy the holidays. Small Business Saturday is celebrated on the Saturday after Thanksgiving, and in 2017 that day is November 25th.



How can you help? Visit the amazing Los Alamitos restauranteurs and shop owners who took the risk to follow their dreams. Spend a day to discover businesses operated by local people who care about great service. Drop by our charming small businesses at the Arbor Village

shopping area, such as Dixie James, Cinnamon Stix, and Flags with Flair. With its houses that have been transformed into shops, this unique part of Los Alamitos also includes Denim Bar and A Place of Our Own hair and art salon. You can even stop for lunch or dinner at Shenandoah at the Arbor restaurant while you visit. Come celebrate and “shop small” at these Los Alamitos businesses on Saturday, November 25, 2017 for *Small Business Saturday*.

Founded in 2010 by American Express, *Small Business Saturday* is a campaign to help small businesses gain 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. This is the eighth year of *Small Business Saturday* and we can make a big push during the 2017 holiday shopping season to help the folks who own these businesses. SmallBusinessSaturday.com offers owners, community supporters, and shoppers multiple ways to become a champion for the cause.

As a consumer, you are a key part in small businesses success. By shopping or dining at small businesses throughout the entire year, you show your support for the small businesses in your neighborhood and you make a greater impact on the local economy.

Mark your calendars now and plan to Shop Los Al on *Small Business Saturday*,
November 25, 2017!



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