



## NEWS RELEASE

### **CITY OF LOS ALAMITOS**

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### **Shop Los Alamitos in the month of November & December**

Los Alamitos, CA - This November 28<sup>th</sup>, the City of Los Alamitos, will once again participate in an annual holiday shopping tradition in which communities work together to support Small Businesses on the Saturday after Thanksgiving. Residents are not only encouraged to shop local on Small Business Saturday but also for the entire month of November and December due to the COVID-19 Pandemic. Small businesses are a leading part of our local economy. These important businesses in our community have been through difficult times this year and need our support more than ever.

Los Alamitos has an amazing variety of small businesses like gift stores, hair salons, bakeries, restaurants, and businesses such as Tribe Fitness that has served our residents through their exceptional fitness program for over five years now.

Founded in 2010 by American Express, *Small Business Saturday* is a nationwide movement that helps bring attention to the importance of supporting small businesses across America. Each year, Los Alamitos businesses and shoppers join over 100 million people participating on the Saturday between Black Friday and Cyber Monday. This is the 11<sup>th</sup> year of *Small Business Saturday*, and it is a particularly important occasion 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.

The City of Los Alamitos encourages you to shop small at our local stores and restaurants in the month on November and December. Shop Small is a movement to honor these businesses every day and to help communities prosper and stay sustainable nationwide. We ask Los Alamitos residents to spread the word about the importance of shopping small on Small Business Saturday and all year long.

Mark your calendar to Shop Los Alamitos on *Small Business Saturday*,



November 28, 2020!



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