



For Immediate Release

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America's SBDC Iowa Lends Support to Small Business Saturday

State's Principal Provider of Business Assistance Encourages Small Business, Community Participation November 25th

Ames, IA – America's SBDC Iowa, the state's principal provider of small business assistance, is proud to support Small Business Saturday, a day dedicated to supporting small businesses and raising awareness of their impact on Iowa's economy.

Created by American Express in 2010, Small Business Saturday serves as the ceremonial kickoff to the holiday shopping season for small businesses across the United States. In 2016, an estimated 112 million consumers reported shopping at small businesses on Small Business Saturday, spending an estimated \$15.4 billion as reported in the 2016 Small Business Saturday Consumer Insights Survey. The day was also championed by elected officials in all 50 states and Washington, D.C.

In alignment with its mission, America's SBDC Iowa recognizes the importance of supporting small businesses, the jobs they help create, and the culture they instill in local communities. According to the U.S. Small Businesses Administration, Iowa's 266,382 small businesses account for 99.3 percent of all businesses in the state and employ nearly half of the state's private-sector workforce.

"Small Business Saturday has become a national movement to celebrate and highlight the role and impact of small businesses on our economy," said Lisa Shimkat, America's SBDC Iowa State Director. "This Small Business Saturday, and throughout the holiday season, anyone can make a difference by shopping small."

In support of Small Business Saturday, SBDCs across the state are promoting the event through social media and other platforms to encourage small businesses' participation and shoppers' support.

Small businesses may visit ShopSmall.com/YourDay to create free, customizable promotional material for their store, website, and social media. Small businesses can also find inspiration on how to make the most of the day through articles and videos on ShopSmall.com, or by contacting their local SBDC.

Small businesses and consumers can learn more about Small Business Saturday and how to get involved by visiting www.ShopSmall.com.

About Small Business Saturday:

November 25th marks the eighth annual Small Business Saturday, a day dedicated to supporting the local businesses that can help create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created by American Express in 2010 in response to small business owners' most pressing need: more customers. Learn more on ShopSmall.com, [instagram.com/shopsmall](https://www.instagram.com/shopsmall), [facebook.com/SmallBusinessSaturday](https://www.facebook.com/SmallBusinessSaturday), twitter.com/shopsmall.

Estimates are based on consumer self-reported data from the Small Business Saturday Consumer Insights Survey by National Federation of Independent Business (NFIB) and American Express (November 27, 2016) and do not reflect actual receipts or sales.

About America's SBDC Iowa:

America's SBDC Iowa is an outreach program of Iowa State University's College of Business and the Office of Economic Development and Industry Relations. Iowa State University does not discriminate on the basis of race, color, age, ethnicity, religion, national origin, pregnancy, sexual orientation, gender identity, genetic information, sex, marital status, disability, or status as a U.S. veteran. Inquiries regarding non-discrimination policies may be directed to the Office of Equal Opportunity, 3410 Beardshear Hall, 515 Morrill Road, Ames, Iowa 50011, Tel. 515-294- 7612, email eooffice@iastate.edu. Funded in part through a cooperative agreement with the U.S. Small Business Administration, America's SBDC Iowa has 15 regional assistance centers located strategically across the state. Since program inception in 1981, the SBDC has helped Iowa businesses and entrepreneurs through no fee, confidential, customized, professional business counseling and practical, affordable training workshops.

For more information on America's SBDC Iowa programs or services, call (515) 294-2030 or visit www.iowasbdc.org, <https://www.facebook.com/AmericasSBDCIowa>, or <https://twitter.com/IowaSBDC>.

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