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Lansing Regional Chamber Celebrates Local Small Businesses by Promoting Small Business Saturday® in Greater Lansing region

The Saturday after Thanksgiving Honors the Nation's Small Business Community

[Lansing, MI][November 25, 2015] – The Lansing Regional Chamber of Commerce is pleased to support the small business community throughout the Greater Lansing region for the sixth annual [Small Business Saturday](#) on November 28th. Created by American Express in 2010, Small Business Saturday is a day dedicated to supporting small businesses nationwide. Celebrated every year on the Saturday after Thanksgiving, the day has given small businesses across the country a huge boost.

Recognizing the importance of supporting small independently-owned businesses in our community, the Lansing Regional Chamber encourages residents of the tri-county region to take part in Small Business Saturday on November 28th by visiting your favorite small businesses and purchasing the various goods and services offered. Look for the blue and white “Shop Small” branding to locate businesses partaking in Small Business Saturday!

“We are pleased to take a more prominent role in supporting the Small Business Saturday program in our region, as over 80% of our membership is comprised of small businesses with less than 15 employees,” said Tim Daman, President & CEO of the Lansing Regional Chamber. “We will continue to support our entrepreneurs and small business owners in any way possible. Partnerships, such as the Small Business Saturday program, allow the Chamber to drive additional attention and revenue to our local small businesses.”

Small business owners can take advantage of free marketing tools and consumers can find small merchants to shop at on Small Business Saturday by visiting www.shopsmall.com.

The Lansing Regional Chamber is supporting Small Business Saturday as a “Neighborhood Champion,” which provides our organization with Small Business Saturday kits to distribute to carefully selected businesses. These kits consist of branded balloons, banners, tote bags, and

more to help drive shopping traffic on November 28th. The businesses which received the kits are as follows:

Preuss Pets	We Love Kids N Dogs
Medawar Jewelers Frandor	Guitar Center
Old Town General Store	Dusty's Cellar
Glazed & Confused	Cutco
Meat Southern BBQ Carnivore Cuisine	Moneyball Sportswear
Juice Nation	Medawar Jewelers
The Cosmo's	Cravings Popcorn – Okemos
Country Stitches	Kositchek's
Cravings Popcorn – Old Town	Playmakers
Zaytoon Mediterranean	

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About Small Business Saturday

November 28th marks the sixth annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers. In 2014, an estimated \$14.3 billion was spent at small independent businesses on Small Business Saturday.

About the Lansing Regional Chamber of Commerce

The mission of the Lansing Regional Chamber of Commerce (LRCC) is to be the preeminent business advocacy organization in the Greater Lansing region by collaborating for economic growth, creating new opportunities for our members and upholding pro-business ideals through the advancement of sound public policy. More information about LRCC and its programs and services can be found on any of its social media platforms, including www.lansingchamber.org, Facebook, Twitter (@LansingChamber), LinkedIn and YouTube.