

TODAY'S NEWS

Small Business Saturday "Shop Small" Specials |MORI Partner Biz Sales Ads

American Express News

Join us for Small Business Saturday and show your love by getting out to Shop Small at small businesses near you.

Last year for Small Business Saturday, 88 million* people came out to Shop Small and made it a day to remember across the country. This year, we want to make an even bigger impact by showing our love for the businesses that put their hearts into everything they do. So get up, get out, and Shop Small on Nov 28.



News Release

Small Business Saturday Shopping As Popular As Black Friday

According to the National Retail Federation, 87 million people shopped on Black Friday last year, the well-known day after Thanksgiving shopping day, when most major retailers open very early and offer promotional sales to kick off the holiday shopping season.

Surprisingly, even more people--88 million to be exact--shopped the day after Black Friday, on Small Business Saturday, an event created by American Express to help their small business merchants increase sales during the holiday season; that number is expected to increase this year.

"This Saturday, November 28th, is Small Business Saturday," says Rachel Moore, president of Moore of Rachel, Inc. (MORI), an official American Express small business, "and it's been very

Find Local Small Businesses

To find out which local businesses are participating in Small Business Saturday, consumers can visit the American Express Small Business online map (<https://shopsmallnow.americanexpress.com/ShopSmall?linknav=us-open-shopsmall-globalheader-map>), type in their location and the products and services they want, and receive the names and addresses of small businesses in their area.

Shop Small Specials

Find unique gifts & services: such as gourmet coffee and tea, wearable technology, beauty and bath items, custom full body baby bibs, inspirational t-shirts, books, sophisticated hosiery, goal setting & success tools, weight management and natural health products, multi-media services and more. To view their products visit

<http://mooreofrachel.com/small-business-saturday-specials>

successful in encouraging people to buy from small, local businesses. In 2014, shoppers spent \$14.3 billion at small independent businesses on that day. Small Business Saturday is now the big day to shop small.”

Moore is partnering with business owners in California, Florida, Georgia, New York, and North Carolina in an online event to advertise their Small Business Saturday specials.

“Huge corporations like Walmart, Best Buy, Amazon, and others traditionally benefit the most from Black Friday sales,” says Moore. “American Express supports Small Business Saturday by running a national media campaign advertising it, and provides participating merchants with free personalized ads on its web site to promote their products for that day.”

Moore and her Biz Partners’ Small Business Saturday specials include gourmet coffee and tea, wearable technology, beauty and bath items, custom full body baby bibs, inspirational t-shirts, books, sophisticated hosiery, goal setting & success tools, weight management and natural health products, multi-media services and more. To view their products visit

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