



COUNTY OF SANTA CRUZ

701 OCEAN STREET, SANTA CRUZ, CA 95060-4073

(831) 454-2000 WWW.SANTACRUZCOUNTY.US

CARLOS J. PALACIOS, COUNTY ADMINISTRATIVE OFFICER

PRESS RELEASE

Date: October 19, 2017

Contact: Barbara Mason

Economic Development Coordinator

831-454-2728

SIGN UP FOR SMALL BUSINESS SATURDAY

The Santa Cruz County Office for Economic Development is looking forward to another wonderful Small Business Saturday, and is encouraging local businesses to sign up for this year's Nov. 25 event.

Last year, more than 2000 local businesses participated in Small Business Saturday, more than double the prior year. Small Business Saturday is an annual nationwide shopping event sponsored by American Express that celebrates local small businesses.

"It's great to how much this event is growing as the community comes together to support local small businesses," Economic Development Coordinator Barbara Mason said. "This is truly becoming a countywide celebration of our craftspeople and entrepreneurs."

Local businesses not only contribute to Santa Cruz County's economy and quality of life, they provide most of the jobs in the community. This year's event features even greater coordination with local events and celebrations, including:

Boulder Creek Dollars
Felton Makers Faire
Santa Cruz Veterans Hall Makers Fair

Surfin' Santa, Capitola-by-the-Sea
Craft Fair, Aptos United Methodist Church
Tree Lighting event, Crow's Nest

Local business owners can register at www.americanexpress.com/us/small-business/shop-small to receive free marketing materials. They may also follow developments on the County's Small Business Saturday Facebook page at www.facebook.com/santacruzcountysmallbusinesssaturday.