

# Niagara County Tribune/Sentinel

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## SHOP & EAT LOCAL



Clockwise: Kathy Pignatora from Inspirations on Canvas • Syros Restaurant • Jaelyn Morris, left, and Shanna Olszewski at The Niagara Sausage Co. Meat & Deli • Tony Petrocelli of Tony's Niagara Music • Sanborn Old General Store • Ron Craft of Lewiston's Fine Antiques. (Photos by Joshua Maloni, Patrick J. Bradley and Jeff Calarco)

### Small Business Saturday 2023 is Nov. 25

The U.S. Small Business Administration states, "Saturday, Nov. 25, 2023, is Small Business Saturday – a day to celebrate and support small businesses and all they do for their communities. This year, we know that small businesses need our support now more than ever as they navigate, retool and pivot from the effects of the coronavirus pandemic. Please join SBA and organizations across the country in support-

ing your local small businesses by shopping at a small business.

"Founded by American Express in 2010 and officially cosponsored by SBA since 2011, Small Business Saturday has become an important part of small businesses' busiest shopping season."

In the 2023 American Express Shop Small Impact Study:

- The majority of small business owners (88%) said small businesses

need the support of customers in their community given the current economic environment.

- More than half (55%) of small business owners anticipate Small Business Saturday will make a significant contribution to their overall holiday sales this year.

- Consumers are ready to rally behind their local neighborhood businesses and be a part of the "Shop Small" movement. In fact,

78% of those surveyed agree small businesses are essential to their community.

So, #shopsmall this year.

To learn more, visit <https://www.americanexpress.com/en-us/benefits/shop-small/>.

In honor of Small Business Saturday, Niagara Frontier Publications presents its annual spotlight on local merchants.

Coverage continues on pages 8-13



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