

Wisconsin Manufacturers & Commerce: Reminds Wisconsinites to shop small this Saturday

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MADISON - Wisconsin Manufacturers & Commerce (WMC) will participate in Small Business Saturday on Nov. 30, encouraging all Wisconsinites to support their local, small businesses.

Small Business Saturday is meant to help recognize and show support to all of the small businesses that make up our communities. Following Thanksgiving and Black Friday, this year's Small Business Saturday reminds people to be thankful for their friends and neighbors who are members of the business community.

WMC participates in Small Business Saturday each year to highlight the small businesses that are an integral part of the Wisconsin's economy. In addition to celebrating on this day, WMC has a Small Business Committee that brings together small business owners throughout the year to discuss the issues important to their organizations. The goal of the committee is to help small businesses flourish, continue to create jobs in our state and ensure local companies have a voice. Companies of all types will participate in Small Business Saturday, and Wisconsinites will benefit from the countless promotions, events and discounts offered by the businesses in their communities.

"We are elated to support Small Business Saturday in Wisconsin," added Brittany Rockwell, WMC Director of Small Business Advocacy. "We have the privilege of working with small businesses every day as we partner with our members all across the state to make sure the voice of small business is heard. Nearly half of Wisconsin's workforce is employed by small businesses, and that is why we are proud to participate in Small Business Saturday. Join us, as we celebrate Small Businesses Saturday and the businesses that are the backbone of Wisconsin." To participate in Small Business Saturday, please visit the local small businesses in your community to see how they are celebrating and to show your support.

Additional information is also available for this global movement at <https://www.americanexpress.com/us/small-business/shop-small/>.

To show your support on social media be sure to use the following hashtags:
#ShopSmall, #SmallBizSaturday.