

Small Business Saturday belongs to all of us, and we're just getting started.

In 2010, small businesses were hurting from an economy in recession. In an effort to support these local places that make our communities strong, American Express launched Small Business Saturday on the Saturday after Thanksgiving — hoping to help bring more holiday shopping to small businesses.

Just one year after the launch, local officials across the nation took notice and promoted the day. In 2011, the Senate unanimously passed a resolution in support of Small Business Saturday. By 2012, officials in all 50 states participated. It even



got a shout-out from the President of the United States.

In 2013, more than 1,450 individuals and organizations signed up to be Neighborhood Champions and rally their communities with events and activities on the day. By 2016, that number had

increased to more than 6,700 Neighborhood Champions — in all 50 states.

And they're not alone. Business associations, nonprofit trade groups, municipalities and public officials have united to form a Small Business Saturday Coalition, and

nearly 100 corporations have lent their official support.

Small business owners embraced the day, and the impact is felt on every corner. Through their own promotional efforts and customer outreach, small business owners generated an estimated \$15.4 billion

dollars on Small Business Saturday in 2016.

As it catches on in communities everywhere, Small Business Saturday® has gone from a cause to a day of celebration. And shoppers show up in record numbers — each year greater than the last. In 2016, 112

million people came out to shop on Small Business Saturday.

Today, the idea that started with one company in 2010 has evolved into a holiday shopping tradition and nationwide movement driven by millions of individuals. And it continues to grow.

American Express is proud to support a day and a movement that truly belong to the communities who make it possible — the organizations, local officials, neighborhood champions, corporate supporters, small business owners, and shoppers who come together to celebrate their favorite places each year on Small Business Saturday.

Make a Big Impact -- Shop Small.

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