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FROM THE OFFICE OF STATE REPRESENTATIVE FRED CRESPO

For Immediate Release:
November 21, 2011

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Crespo Urges Holiday Shoppers to Support Small Business

HOFFMAN ESTATES – With the holiday shopping season right around the corner, State Rep. Fred Crespo (D-Hoffman Estates) is urging shoppers to participate in “Small Business Saturday,” created to promote America’s small businesses, on Saturday, November 26, 2011. Small Business Saturday began as a way to help local businesses compete with large retailers during the holiday rush.

“Small businesses provide many services to the local community and supporting them during the holiday season is vital to improving the local economy,” Crespo said. “They are the backbone of the local economy and when local businesses thrive, then rest of the community benefits from their success.”

“The 2nd Annual Small Business Saturday is a day dedicated to supporting small businesses on one of the busiest shopping weekends of the year,” said Cheri Sisson, executive director of the Hoffman Estates Chamber of Commerce. “On November 26, 2011 stop and shop small at your favorite local stores, shops and restaurants to help fuel the economy,”

This is the second year in which Small Business Saturday is being held in Illinois and across the nation. It began to encourage shoppers to invest in their local businesses and help small businesses compete with larger retailers during the Black Friday and Cyber Monday Holiday sales.

“Small Business Saturday is a great way to promote the importance of small businesses and encourages residents to invest in their local stores,” Crespo said. “It’s events like these that foster beneficial relationships between businesses and the local community. Collaboration between residents, businesses and corporations will allow our community to rebuild the local economy and come out stronger than before.”

For more information, or to download marketing materials, business owners and the public can visit www.smallbusinesssaturday.com. You can also contact Rep. Crespo’s constituent service office at (630) 372-3340.

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