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Iowa Great Lakes Area Chamber of Commerce Launches “30 Days to Shopping Small”

The Iowa Great Lakes Area Chamber of Commerce (IGLA) has announced a new initiative in advance of the nationwide Small Business Saturday® holiday on Saturday, November 28, 2020. Beginning Thursday, October 28, 2020, the IGLA Chamber will launch “30 Days to Shopping Small” to promote local businesses and encourage the community to shop local this holiday season.

On each of the thirty days leading up to Small Business Saturday®, the IGLA Chamber will promote local businesses through social media, including video features of various locations where you can shop, eat, and support local business.

On Saturday, November 28, 2020, the official Small Business Saturday® nationwide holiday, members of the Chamber staff will be out in the community surprising random shoppers with gifts and prizes.

“You might not realize it, but every time you buy a coffee at your favorite neighborhood diner or purchase a gift from the local gift store down the street, you’re shopping small and making a difference” said Kiley Zankowski, Director of Membership and Events at the Iowa Great Lakes Area Chamber of Commerce. *“When you shop at local businesses, you support all the things that make the Iowa Great Lakes Area great.”*

Shoppers are encouraged to visit okobojichamber.com to discover all of the area’s retail shopping locations, as well as shopsmall.com to find other local merchants that are participating in the Small Business Saturday® campaign.

Businesses who are interested in participating in “30 Days to Shopping Small” can contact the Iowa Great Lakes Area Chamber of Commerce at 712-312-2107 or by email at kiley@okobojichamber.com.

Be sure to follow the Chamber on social media at facebook.com/okobojichamber and instagram.com/okobojichamber.

ABOUT SMALL BUSINESS SATURDAY

November 28th is the eleventh annual Small Business Saturday®, proudly backed by American Express. Dedicated to supporting the diverse range of local businesses that create jobs, help

boost the economy, and enhance neighborhoods around the country, Small Business Saturday® was created by American Express in 2010 in response to small business owners' most pressing need: getting more customers. Learn more at ShopSmall.com, [instagram.com/shopsmall](https://www.instagram.com/shopsmall), [facebook.com/SmallBusinessSaturday](https://www.facebook.com/SmallBusinessSaturday).

ABOUT SHOP SMALL

Shop Small is a nationwide movement to support small, independent businesses and call attention to the valuable and distinct contributions they make to their communities and the economy. Shop Small celebrates small businesses ranging from retail stores and restaurants to fitness studios and salons, and everything in between. The Shop Small movement was spurred by the widespread participation in Small Business Saturday, a day founded in 2010 by American Express. This national holiday shopping tradition is dedicated to celebrating small businesses and driving more customers through their doors on the Saturday after Thanksgiving. November 28, 2020 marks the eleventh annual Small Business Saturday®, proudly backed by American Express.