

## **Small Business Week- An Opportunity for Chamber Members Who Are A Small Business**

The Torrance Chamber is pleased to announce Larry Halvorsen from Express Employment, Claudine Garcia from the Promotions Department, and Catherine Walker from Vader Air Conditioning & Heating as co chairs of the 'Shop Small Program'.

Planning and preparation is underway for the annual Torrance Chamber's 'Shop Small Week' that will kick-off on November 28th and run through December 5th. "As a new board member I am really looking forward to helping small businesses in the Torrance area drive business in this difficult time. I feel this year it is more important than ever to support our local businesses and get the word out that they are still here and how we can buy their goods, use their services and visit either online or in person." stated Larry Halvorsen of Express Employment.

The Chamber is encouraging local small businesses to participate by promoting their business and offering a discount for products and services that week. This opportunity will create a sense of urgency to get customers to shop online at local small businesses or invite them in their store that week. "I am super excited for this week-long event every year! We don't have an actual storefront, however we are able to advertise our business and offer a nice discount for shoppers that week just in time for holiday gifting. It's good to know that you don't have to have a storefront or be a restaurant to participate. People can reach you in email, online or on the phone as well. It's a win-win for all small businesses!" stated Claudine Garcia of The Promotions Department who has participated in the past and saw extreme benefit.

In the next couple of weeks, the Chamber will be running a media campaign urging South Bay businesses and residents to shop local and support small businesses in the community. "As we all 'embrace the virtual', in my opinion there is no better way to continue the holiday shopping excitement than to participate in Small Business Week, which begins Saturday, November 28th! You may be in 'business for yourself', but as a Torrance Chamber member 'you are not by Yourself!' Let us help you explore new innovative ways to connect, engage, promote your business service or product absolutely FREE! said Catherine Walker of Vader Air Conditioning & Heating.