



PRESS RELEASE

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FOR IMMEDIATE RELEASE
November 16, 2021

The City of Murrieta and Murrieta/Wildomar Chamber of Commerce Launch Small Business Saturday Contest Supporting Local Businesses During Holiday Shopping Season

Murrieta, CA: Shopping local has big rewards this holiday season in Murrieta with the **#ShopSmallMurrieta** giveaway. To celebrate Small Business Saturday, between November 22 – 28 consumers who shop or dine at Murrieta businesses will be entered in a drawing to win one of two (locally purchased) iPads! With each unique shopping trip eligible as an entry, residents are encouraged to support local businesses frequently as they kick off the holiday shopping season.

On November 2, Murrieta City Council proclaimed Saturday, November 27, 2021 “Small Business Saturday” to highlight the significance of supporting small, independently owned businesses in Murrieta. Falling between Black Friday and Cyber Monday, it's a day dedicated to supporting the diverse range of local businesses that are essential to our community.

To support this initiative, the City of Murrieta is partnering with the Murrieta/Wildomar Chamber of Commerce to launch a campaign that encourages consumers to shop local. Shoppers who take a selfie and post their photo with the hashtag **#ShopSmallMurrieta** and tag both the City of Murrieta and the Chamber in their posts on Facebook or Instagram will have a chance to win an iPad. Two winners will be selected! The winner will be announced just following the weeklong contest on Tuesday, November 30, 2021.

“The City of Murrieta is proud to be an advocate for our small businesses so they can continue to strengthen our community. Each one of us can make a difference this holiday season. Let’s shop small, Murrieta!” emphasized Scott Agajanian, Murrieta’s Deputy Director of Economic Development.

Small businesses across the United States are a driving force in the national economy and were responsible for a total of 65% of new jobs from 2000 to 2019 according to the U.S. Small Business Administration. In Murrieta, there are more than 5,000 small businesses that create jobs, boost our local economy, and preserve our community’s feel.

During the pandemic, most small business owners had to adjust the way they did business to stay open. Many of them used social media to connect with the community and encourage them to shop local. The City of Murrieta and Murrieta/Wildomar Chamber of Commerce encourage the community to demonstrate their support for Murrieta businesses during this holiday season and spread the word through their social media posts. It’s a simple way to show your support and is a no-cost marketing tool for local businesses.

“Supporting the small businesses in our community is crucial, especially with everything small business owners have had to endure in the past 20 months. This Small Business Saturday contest will help remind shoppers that when they choose to shop small, they make a big impact on our local business community,” shared Patrick Ellis, President/CEO of the Murrieta/Wildomar Chamber of Commerce.

To participate in the Small Business Saturday giveaway, just use the **#ShopSmallMurrieta** hashtag and tag City of Murrieta **@CityofMurrieta** and Murrieta/Wildomar Chamber of Commerce **@MMWCoC** in a Facebook or Instagram post between Monday, November 22 and Sunday, November 28. For more information regarding the campaign, contact Heather Estrada, Murrieta/Wildomar Chamber of Commerce, at heather@mwcoc.org or Neveen Zeit, City of Murrieta, at nzeit@murrietaca.gov.

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SMALL BUSINESS SATURDAY® is a Shop Small national movement to drive consumers to shop and dine at local independently owned businesses on the Saturday after Thanksgiving. Since its inception in 2010, Small Business Saturday, proudly backed by American Express, has illuminated the significance of supporting small, independently owned businesses across the country. For more information about this movement, please visit www.ShopSmall.com.

Murrieta's more than 115,000 residents live in one of the safest cities in the U.S., with top-ranked schools, 52 parks, and a dynamic business environment. Central to all of Southern California, Murrieta is truly the gem of the valley. With a median age of 36 and an average household income of \$122,207, Murrieta boasts a well-educated population and a strong labor force. Ranked the fiscally healthiest full-service city in Riverside, San Bernardino, Orange, and Los Angeles counties, Murrieta's future is undoubtedly bright.