

November 22, 2017

**City of Cupertino Celebrates Local Businesses on National Small Business Saturday – November 25, 2017**

The City of Cupertino, in conjunction with Main Street Cupertino, will host its annual “Small Business Saturday Celebration” featuring free, family-fun activities at Main Street Cupertino’s Town Square on Saturday, November 25 from 11 a.m. to 4 p.m.

Guests will enjoy live performances by “The Big Dreamers” band and plenty of arts and crafts fun for the entire family. The first 200 attendees will receive a free, limited edition “Shop Small” reusable tote bag. Local businesses will be offering shoppers special discounts and offers to encourage shopping and dining locally.

For a full list of activities, visit [www.cupertino.org/SmallBusinessSaturday](http://www.cupertino.org/SmallBusinessSaturday).

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***Small Business Saturday*** was launched by American Express in 2010 to encourage holiday shoppers to patronize small and local brick and mortar businesses. Small businesses help shape our community character, strengthen economic vitality, as well as develop strong partnerships among neighbors, residents, other small business owners, community leaders, and schools. In fact, small businesses drive much of the United States economy. How many small businesses are there in the United States you may be wondering? There are approximately 28.8 million small businesses, which accounts for 99.7% of US businesses ([Source: SBA GOV 2016](#)).

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**JOIN US FOR**

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**SMALL BUSINESS**

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**SATURDAY**

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NOVEMBER 25

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CELEBRATE CUPERTINO BUSINESSES  
ON SATURDAY, NOV. 25  
11:00am - 4:00pm

Enjoy FREE family activities and  
live music at

Main Street Cupertino  
Town Square

**MAIN<sup>st</sup>**  
**CUPERTINO**

First 200 attendees receive a free  
limited edition "Shop Small" totebag!



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