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FOR IMMEDIATE RELEASE

Town of Surfside is an official Small Business Saturday® neighborhood champion.
Encouraging people to shop small on November 29th

SURFSIDE, FL – The Town of Surfside is an official Small Business Saturday® neighborhood champion. Small Business Saturday® is a nationwide movement, founded by American Express in 2010, to encourage customers to shop at their local small businesses on the Saturday after Thanksgiving. This year, Saturday, November 29, will energize downtown Harding Avenue in Surfside with special deals, promotions, and shopping fun.

Two weeks before the big day, the Town of Surfside will be introducing all of its Small Business Saturday® Surfside advocates, via website and social media. Every day a new video hi-lighting an advocate will be posted, so customers can meet the owners, see the store and preview the products or services. Additionally, each advocate will feature a special offer or promotion for customers on November 29, making shopping in Surfside that much better.



On the big day, Downtown Surfside shops will open their doors to customers and extend the Shop Small® movement to South Florida. The Surfside Street Team will create excitement

all over downtown by rewarding customers with free tote bags, buttons and more for participating in Small Business Saturday®.

For a complete listing of the Small Business Saturday® Surfside advocates and their special offers or promotions, visit our website at www.visitsurfsidefl.com/SmallBusinessWeekend.php



For more information on Small Business Saturday® in Surfside, to request high resolution photos, or to schedule a media interview, contact Nissa Benjamin, Marketing and Special Projects via phone 305.864.0722 or via email nbenjamin@townofsurfsidefl.gov.

ABOUT SURFSIDE: A walkable downtown district, lovely residential areas and a peaceful beach make Surfside a unique destination among Greater Miami's oceanfront neighborhoods. Nestled between Bal Harbour to the north and Miami Beach to the south, Surfside is an escape from the busyness of life. The area is home to a mile of pristine beach, luxury beachfront hotels, distinctive world-class shopping, and culturally diverse restaurants. A variety of family friendly activities and yearly events add to this unforgettable destination. If you are searching for something new, book your vacation or take a short drive to discover the secret charm of Surfside.