

BBB Urges Consumers to Support Small Business Saturday

11/1/2011

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Arlington, VA - In honor of Small Business Saturday, a day dedicated to supporting small businesses on the busiest shopping weekend of the year, Better Business Bureau is spreading awareness and advising consumers to support the small businesses in their area.

As a joining member, BBB is teaming up with American Express OPEN to spread the word on why small businesses are so awesome. For the second year in a row, American Express OPEN has declared November 26th, the Saturday after Thanksgiving, to be Small Business Saturday. Sandwiched between black Friday and cyber Monday, Small Business Saturday is a perfect way to support the small businesses that you love.

"It's great to have a day that's completely dedicated to the success of our small businesses and it's even better to think that the success of this day could lead to the growth and prosper of the small businesses in the days and years to follow," said Stephen A. Cox, president and CEO of the Council of Better Business Bureaus. "We'd like to encourage our consumers to take advantage of this day and show support to the small businesses in their community."

In preparation for Small Business Saturday, FedEx will be giving away 40,000 \$25 American Express gift cards to lucky consumers, which can be used to shop at small businesses on Saturday, November 26th. 30,000 will go to people who register at [FedEx Facebook's page](#), beginning at noon CDT November 1st. FedEx will give the other 10,000 to customers.

American Express is also giving a \$25 statement credit to American Express card members who spend \$25 or more on Small Business Saturday at a qualifying small brick-and-mortar, independent merchant that accepts American Express. You must register to receive the credit. Registration is available in early November at www.facebook.com/smallbusinessaturday. For small businesses, \$100 in free Facebook ads will be awarded to the first 10,000 businesses that sign up at www.facebook.com/smallbusinessaturday.

For more information on Small Business Saturday, visit <http://smallbusinessaturday.com> and for more consumer information you can trust, visit www.bbb.org.

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Reporters: For more information or to schedule an interview with a BBB Spokesperson, contact Kelsey Owen, 703-247-9376.

About BBB

As the leader in advancing marketplace trust, Better Business Bureau is an unbiased non-profit organization that sets and upholds high standards for fair and honest business behavior. Every year, more than 87 million consumers rely on BBB.

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With the holiday season right around the corner and the economy putting the squeeze on budgets, many shoppers are going to be looking for the best gift options this holiday season. For those looking to give gift cards to family and friends, BBB is recommending that you do your research before purchasing a gift card.

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The current economy has left many shoppers on a budget and searching for more affordable methods of paying for big-ticket items and holiday gifts. This holiday season, many families will be turning to alternate forms of payment to make ends meet. With many stores offering layaway services, Better Business Bureau is offering advice on how to use this payment plan in lieu of credit cards.

From Article at GetOutOfDebt.org