



# Press Release

FROM THE OFFICE OF STATE REPRESENTATIVE LA SHAWN K. FORD

**For Immediate Release:**  
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**For More Information:**  
State Rep. La Shawn K. Ford  
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## **Ford Urges Holiday Shoppers to Support Small Businesses**

*"Small Business Saturday" will help promote Area Small Businesses*

**CHICAGO, IL** – State Rep. La Shawn K. Ford (D-Chicago) will join several local small business owners to promote the first ever "Small Business Saturday," on November 27, 2010. Small Business Saturday was created to help promote small businesses that are challenged to compete with large retailers during the holiday shopping rush, including Black Friday and Cyber Monday.

"Small businesses are the backbone of our economy, employing more people than the large retailers in our communities," Ford said. "Jobs and financial stability are important to everyone, and during this holiday season, I encourage shoppers to consider local retail shops in their neighborhoods when making purchasing decisions."

Communities across the nation will participate in "Small Business Saturday" in an effort to inspire consumers to support their local small businesses. According to the Small Business Administration, small businesses have accounted for 65 percent of new jobs created in the United States between 1993 and 2009.

"Shopping locally is a great way to find creative gift ideas and specialty items that are often not available at the larger retailers," Ford said. "Individualized service and the opportunity to build a one-on-one relationship with merchants can be important keys to finding the ideal holiday gift."

Beginning with "Small Business Saturday" and continuing into the New Year, Ford looks forward to visiting and working with small businesses in the community. He will be talking with business owners and local chambers of commerce about their ideas to help rejuvenate the economy.

For more information or to download marketing materials, business owners and the public can visit [www.smallbusinesssaturday.com](http://www.smallbusinesssaturday.com). Ford represents the 8<sup>th</sup> District, including parts of West Garfield Park, Austin, Oak Park, Berwyn, Riverside, North Riverside and Proviso Township. Ford can also be contacted at the full-time constituent service office at (773) 378-5902.

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