



CITY OF HENDERSON NEWS RELEASE

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**OFFICE OF COMMUNICATIONS AND COUNCIL SUPPORT
FOR IMMEDIATE NEWS RELEASE**

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SHOP SMALL IN HENDERSON ON SMALL BUSINESS SATURDAY

Henderson, Nev. – As the 2013 holiday shopping season gets underway, the city of Henderson encourages residents to shop locally and support Small Business Saturday on November 30. Recognizing the significant impact small businesses make to our economy, Small Business Saturday is a day dedicated to strengthening our communities by supporting local small businesses.

"The city of Henderson has hundreds of independently-owned service providers and retail businesses. They are the lifeblood of our community and by shopping locally we all help keep dollars and jobs in our community. Supporting Small Business Saturday is an important way to help our community grow and prosper," said Henderson Mayor Andy Hafen.

According to the U.S. Small Business Administration, small businesses create two out of every three new private sector jobs, and half of working Americans either own or work for a small business.

"In times where big box retailers dominate the scene we all should take this day to support small business entrepreneurs and the spirit of America", said Tim Brooks, owner of Emerald Island Casino and president of the Water Street District Business Association.

Now in its fourth year, Small Business Saturday is recognized nationwide as a day to support local businesses, boost the economy and help sustain our local communities. The U.S. Small Business Administration reports that last year nearly 70 million people shopped small in their communities for an estimated \$5.5 billion in sales to independently-owned small businesses.

"When we shop at local independent stores and shops, we help the local economy grow, rather than taking those profits out of state," said Mikel Conrad, owner of Mikel's Fine Art Photography and committee chair for the Water Street District Business Association.

For additional information starting, expanding or relocating a business to Henderson, contact Economic Development at (702) 267-1650 or visit cityofhenderson.com.

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About City of Henderson: Incorporated in 1953, Henderson is Nevada's second largest city with more than 270,000 residents. Henderson is a premier city, nationally recognized for its stunning parks, trails, master-planned communities, outstanding quality of life and patriotic past. Celebrating the city's 60th anniversary in 2013, Henderson has been recognized as one of **America's Best Places to Live** (*MONEY: 2012, 2008, 2006*), one of **America's Best Cities** (*Business Week*), and the **Second Safest City in America** (*Forbes*). Henderson is a progressive and vibrant city committed to maintaining premier amenities and services for all who chose to live, learn, work and play in Henderson...a place to call home.