



## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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**Contact:** Lisa Adamos  
(925) 931-5039  
[ladamos@cityofpleasantonca.gov](mailto:ladamos@cityofpleasantonca.gov), or  
Joanne Hall  
(925) 931-5044  
[jhall@cityofpleasantonca.gov](mailto:jhall@cityofpleasantonca.gov)

### **Pleasanton Celebrates Entrepreneurial Spirit with 'Small Business Saturday' on November 29**

*Pleasanton, CA* – The City of Pleasanton, the Pleasanton Downtown Association, Visit Tri-Valley, Pleasanton Chamber of Commerce, and Hacienda are collaborating to observe 'Small Business Saturday' on November 29.

There are more than 2,400 small businesses in Pleasanton that provide more than 22,000 jobs in the city. A study of independent retailers revealed that for every \$100 spent in an independently owned store, \$46 stays in the community.

The 'Small Business Saturday' campaign was founded by American Express in 2010 to support the small businesses that create jobs, boost the economy and preserve neighborhoods around the country during one of the busiest shopping times of the year. Research by American Express and the National Federation of Independent Business found that consumers who were aware of Small Business Saturday last year spent \$5.7 billion with independent merchants, marking a 4% increase in sales.

In the weeks leading up to Small Business Saturday, the Pleasanton Downtown Association (PDA) will promote the campaign through social media as well as featuring short video clips of downtown Pleasanton business owners.

On the actual day of ‘Small Business Saturday’, November 29, participating downtown Pleasanton businesses will be marked with blue and white balloons outside their location and shoppers will enjoy special promotions and giveaways including reusable shopping bags.

Shoppers are encouraged to visit *inPleasanton.com* as well as partner organization websites to discover all of Pleasanton's retail shopping locations, and visit *shopsmall.com* to find other local merchants that are participating in the Small Business Saturday campaign by offering special promotions or discounts.

### **About Pleasanton**

*The City of Pleasanton is a vibrant Northern California community of 71,000 residents situated at the crossroads of Interstates 580 and 680, in close proximity to the San Francisco and San Jose metropolitan areas. The city's location has historical significance as a major trading route of early Native Americans and later along the route of the First Transcontinental Railroad. Pleasanton is a major suburb identified by the U.S. Census as one of the wealthiest middle-sized cities in the nation and was included on Money Magazine's list of the 'Best Cities to Live 2014' and on 24/7 Wall Street's list of 'America's 50 Best Cities to Live'. Among Pleasanton's many attractions are an excellent school system, a highly educated workforce, 1,200 acres of parkland and recreational open space, a nationally recognized business park, a regional retail shopping mall, and a historic downtown district. For more information, please visit [www.cityofpleasantonca.gov](http://www.cityofpleasantonca.gov).*

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