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## FOR IMMEDIATE RELEASE

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### Colleyville asks residents to participate in Small Business Saturday

**Colleyville, TX** – The City of Colleyville asks its residents to participate in Small Business Saturday on Saturday, November 28 and continue their support of the City’s locally owned businesses. A majority of Colleyville businesses are locally owned and operated stores and restaurants. Many times Colleyville residents use their life savings to pursue the dream of opening a business where they live.

Small Business Saturday is a national, annual event that occurs on the Saturday following Thanksgiving. The day puts a spotlight on small business across the country and emphasizes the importance of supporting these businesses.

“The sentiment that spurred the creation of Small Business Saturday is one that resonates strongly in Colleyville,” said Mayor Richard Newton. “Supporting small, local business is a staple of this community and participating in Small Business Saturday provides a great opportunity to display our commitment to that principle.”

The city encourages residents to use their \$35 Colleyville Christmas Card on Small Business Saturday. The cards were mailed last week, just in time for the event. The Colleyville Christmas Card is redeemable at any participating Colleyville business. Local business collect the cards, return to the City, and receive a check for the total amount.

“The Colleyville Christmas Cards being issued close to the time of Small Business Saturday is a strategic move,” says Mayor Newton. “We are hopeful that the incentive to shop local, provided by the gift cards, coupled with the incentive to shop at small businesses, provided by Small Business Saturday, creates an uptick in business for our small, local businesses.”

The city is optimistic about the potential turnout for Small Business Saturday. Small Business Saturday is an all-day event and the Colleyville Christmas Cards are valid through the end of December.

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