

Crossville and Cumberland County Selected As An American Express Shop Small Community!
Plans are underway to celebrate Shop Small Saturday on Nov. 30th.

Crossville, TN November 14, 2014 – The Crossville-Cumberland County Chamber of Commerce is excited to announce that Crossville and Cumberland County have been selected as a Shop Small Community in conjunction with the American Express fourth annual [Small Business Saturday on November 30th](#). Created by American Express in 2010, Small Business Saturday is a day dedicated to supporting small businesses nationwide. Celebrated every year on the Saturday after Thanksgiving, the day has given small businesses across the country a huge boost.

The U.S. Chamber of Commerce extended an opportunity, in conjunction with American Express, that allowed member chambers to apply for the designation as a Shop Small Community. This opportunity was offered on a national level, the application included a description of the Crossville and Cumberland County economic environment and specifically the contribution of our small business owners. A small business owner, as defined by the program, is any independently owned business (retail, restaurant, services, etc.) with less than 25 national locations recognizing less than \$10 million in annual sales revenue.

Shop Small Saturday is designed to recognizing the value of small independently-owned businesses in our community. Valorie Douglas Cox, Chairman of the Chamber Retail Development commented, "Small businesses are at the heart of Cumberland County. As you drive through Crossville and Cumberland you will see that most of our businesses are small businesses. Those businesses sustain our economy and provide support to everyone. Providing employment opportunities as well as contributing to the sales tax base that provides funding to support our schools, police and fire departments."

The Chamber would like everyone to get out and celebrate Shop Small Saturday. To help with Small Business Saturday Savings, totes will be available for pick up at the Chamber offices and City Hall. Totes will including information on participating businesses, special coupons for Shop Small Saturday and information on a chance to win one of FIFTY \$25 American Express Gift Cards!!

On Shop Small Saturday Chamber staff and volunteers will be out in the community Shopping Small, we will post all the great gift ideas we find for the holidays as well as our locations on Facebook, we invite everyone to join us in the fun and the opportunity to win a gift card! If you have not "liked" the Chamber on Facebook make sure you do before Shop Small Saturday (Crossville-Cumberland County Chamber of Commerce and start watching for more information on the event.

Small business owners can take advantage of free marketing tools and consumers can find small merchants to shop at on Small Business Saturday by visiting www.shopsmall.com.

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About Small Business Saturday

November 30th marks the fourth annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was created in 2010 in response to small business owners' most pressing need: more customers.