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Local & State Media

SUPPORT SOMEONE'S DREAM ON SMALL BUSINESS SATURDAY

On Saturday, November 30 the annual holiday shopping tradition that gets communities everywhere out in support of their favorite small businesses will take to Downtown Missoula for Small Business Saturday. With sales, deals, and holiday treats found throughout Downtown, the entire community is invited to support their friends, family, and neighbors by shopping and dining small during the 10th annual nationally-promoted event.

Started by American Express in 2010, Small Business Saturday has grown in size and popularity throughout the United States. It has become a movement to encourage communities to not only shop small during the holidays, but make it a habit to do so throughout the entire year.

“Last year multiple merchants indicated they had more than doubled their previous Small Business Saturday sales,” said Linda McCarthy, Executive Director of the Downtown Missoula Partnership. “This is a clear indicator to us that Missoula believes in supporting small, locally-owned businesses. When our small businesses succeed, the entire economic system of Missoula is strengthened.”

The DMP will again host a “Shop Small Headquarters” at the MSO Hub (140 N. Higgins) from 10am-2pm during Small Business Saturday. Free hot cocoa, Shop Small goodies, and a full list of Small Business Saturday sales and deals at Downtown boutiques, shops, restaurants, and cafes will be available for all shoppers. For the second year, shoppers will be able to pick up a Shop Small Bingo Card to get stamped at participating businesses and bring back to the headquarters for a chance to win a \$100 Downtown Missoula Gift Card.

Small Business Saturday acts as the kick off to the holiday shopping season in Downtown Missoula. In the weeks that follow, Downtown will host a large number of community happenings aimed at creating a festive and welcoming atmosphere for shoppers and their families.

Santa and Mrs. Claus will arrive at the Missoula Mercantile Residence Inn by Marriott for the 17th annual Parade of Lights on Saturday, December 7. The Parade of Lights will start at 6pm on the Hip Strip at the corner of Higgins and Fourth, moving to the north end of Higgins for the Lighting of the Tree, the Bonfire and free cocoa, cookies and caroling. The Festival of Trees will be hosted on the sixth floor of the new Stockman Bank building Downtown (321 W. Broadway) December 5 – December 15 and will feature 30 beautifully-decorated holiday trees and wreaths designed by local artists, families and businesses.

McCarthy reiterated, “Our Downtown, along with Missoula businesses, provides one of the most unique, personal, and festive experiences during the holiday season. We welcome everyone into the heart of Missoula to support our locally-owned businesses.”

On-street parking is always free weekdays after 5pm, weekends, and all Federal holidays.

The Downtown Missoula Partnership encourages all Missoulians to support the local economy by shopping and dining Downtown November 30 on Small Business Saturday and throughout the holiday season. When you shop and dine small, you are supporting someone’s dream.

More information can be found online at missouladowntown.com or by contacting the Downtown Missoula Partnership staff via phone (543-4238) or email (info@missouladowntown.com).

Downtown Missoula: Connecting Our Community!