Local Media
November 23, 2021

PUT YOUR MONEY WHERE YOUR HEART IS FOR THE HOLIDAYS
Support Local Campaign kicks off November 27

Created in 2010 as a way to encourage folks across the country to support small businesses, Small Business Saturday has become a large, national movement that focuses on Main Streets and Downtown across the country. In Missoula, it's grown to one of the most important days of the year for local businesses. What started as one day has expanded into a full-season campaign with the tagline "*Put Your Money Where Your Heart Is*."

Kicking of on Saturday, November 27, **Small Business Season** encourages all Missoulians to support our local economy and small businesses by shopping and dining in Downtown Missoula. Spending at locally-owned, small businesses keeps dollars circulating in our own community and economy. Supporting our neighbors and friends who own local businesses supports those who give time and time again to our local non-profits, schools, sports teams and community initiatives.

"Small businesses are the backbone of the Missoula-area economy, and many of our locally-owned small businesses are still feeling the effects of the pandemic," said Ashley Larkin, President of the Missoula Downtown Association Board of Directors. "Small Business Saturday, and the weeks that follow, are critical for ensuring our businesses stay open and our fellow community members are employed. Where Missoulians spend their money truly matters and we encourage to support our local businesses in some way during the holidays."

In support of Small Business Season, Downtown businesses are extending hours of operation, offering special promotions, and providing personal touches and connections along the way. Alongside nearly 200 small restaurants and retail stores, the Missoula Downtown Association (MDA) will be offering special gifts, discounts and prizes for those who join in the movement to *"Put Your Money Where Your Heart Is."* The Shop Small & Dine Local Headquarters will be at the corner of Higgins and Main on Saturday, November 27 and Saturday, December 4 from 10am-2pm. Coupons for complimentary hot chocolate, branded shopping bags and handouts on the Downtown specials will be available for pickup in front of the Paddleheads Post at 140 North Higgins.

"Missoulians have truly stepped up over the years to support local businesses," said Linda McCarthy, Executive Director of the Downtown Missoula Partnership. "Keeping your spending local absolutely helps build a better community for

everyone. We have seen a tremendous amount of support for local businesses over the past year and a half and we hope that our community will 'Put Your Money Where Your Heart Is' again this holiday season."

Over 40 Downtown businesses will be hosting sales, deal, promotions, and treats during Small Business Saturday. Many locations will also be hosting promotions for a second Small Business Saturday on December 4. For more information on specific specials during the Small Business Season, follow Missoula Downtown on Facebook or Instagram or visit missouladowntown.com/small-business-saturday.

For those unsure of what to buy this year but still want to support local businesses, the Missoula Downtown Gift Card is accepted at over 200 locations and can be purchased at the Downtown Missoula Partnership (218 E. Main), the Paddleheads Post (140 N. Higgins), or online at missoualdowntown.com/downtown-gift-card.

Downtown Missoula will also showcase other Holiday Happenings including the **Reverse Parade of Lights and Holiday Stroll** (December 4), the **Festival of Trees** (November 26-December 5), 10 days of lighting the Downtown Holiday Tree (November 26-December 5), free carriage rides on E. Pine December 4-5 and 11-12, and the annual Downtown window decorating contest.

More information on the holidays in Downtown can be found at missouladowntown.com/holidays-downtown-2021/, by calling the Downtown Missoula Partnership office at 406.543.4238, or by emailing info@missouladowntown.com.

Missoula Downtown: Connecting Our Community!