



FOR IMMEDIATE RELEASE
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Contact: Adriane De Ceuninck
MICHIGAN RESTAURANT ASSOCIATION
(517) 482-5244

SMALL BUSINESS SATURDAY INCLUDES RESTAURANTS

LANSING, MI – Small Business Saturday, held on November 29 this year, is the day that consumers are encouraged to go out and support brick and mortar businesses that are small and in their local communities. While Small Business Saturday is viewed as the shopping complement to Black Friday and Cyber Monday during one of the busiest shopping periods of the year, it also promotes dining at local restaurants as well.

“What a great way to take a break from the busy shopping days after Thanksgiving then by dining out in one of Michigan’s great restaurants,” said Brian DeBano, president and CEO of the Michigan Restaurant Association. “Not everyone may realize that Small Business Saturday includes restaurants, as well as local retail stores.”

Consumers are a key part in helping Michigan’s small businesses thrive – and Small Business Saturday is all about urging consumers to patronize local businesses. By dining at local restaurants, not only on Small Business Saturday but throughout the year, you’re reinvesting in the community where you live. Small businesses create jobs, power the economy, and invigorate communities. In fact, more than 390,000 Michiganders rely on the steady income from jobs in the restaurant industry.

This year, American Express is offering Card Members the opportunity to get a \$10 statement credit when they enroll their eligible American Express® Card and then use it to spend \$10 or more in a single in-store transaction at a qualifying small business location on Small Business Saturday. Visit shopsmall.com to find a list of participating restaurants and shops and to register your card for the \$10 credit.

“From corner diners and pubs to specialty cafes and fine dining restaurants, Michigan’s restaurant scene is diverse, dynamic, and growing,” added DeBano. “Small Business Saturday is a perfect day to try out a new restaurant in your neighborhood, or visit an old favorite. And don’t forget that many restaurants you might typically consider one of the larger chains, are actually franchises owned and operated by people right in your community.”

Small Business Saturday is November 29, 2014 – go out and dine small!

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The Michigan Restaurant Association (MRA) is the recognized leader of Michigan's hospitality industry, providing essential services to the foodservice community. Founded in 1921, the MRA represents more than 4,500 Michigan foodservice establishments. The industry plays an integral role in Michigan's economy, employing nearly 400,000 people and creating nearly \$13.4 billion in annual sales.