

Press Release



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For Immediate Release

**North Country Chamber of Commerce Gears Up for Small Business Saturday® November 26
*Chamber provides #ShopSmall resources for area businesses – SIGN UP TODAY!***

Plattsburgh, NY – 10/19/2016 – The North Country Chamber of Commerce is excited to support Small Business Saturday® on November 26 in partnership with the City of Plattsburgh, the Town of Plattsburgh and Clinton County.

Small Business Saturday is dedicated to supporting small businesses across the country. Founded by American Express in 2010, this day is celebrated every year on the Saturday after Thanksgiving. This year marks the 6th annual Small Business Saturday® held on one of the busiest shopping weekends of the year. As a designated “Neighborhood Champion” the North Country Chamber of Commerce encourages residents and visitors alike to support “mom and pop” shops as the holiday shopping season approaches.

The North Country Chamber of Commerce will promote this event through a variety of media including television, radio and social media campaigns. FREE promotional support available to participants includes:

- Detailed listing on northcountrychamber.com/sbs
- Featured social media postings on Facebook.com/NorthCountryChamber (or Facebook.com/DiscoverPlattsburgh for non-members)
- Inclusion in the Small Business Saturday® Passport guiding shoppers throughout the county with a prize incentive for visiting listed local businesses
- Customized digital marketing materials
- #ShopSmall merchandise – while supplies last!
- The opportunity to compete in “North Country’s Next Top Shop” competition

Interested in participating? Sign up easily online at northcountrychamber.com/sbs. Make sure to tag your social media posts using #NCShopSmall! For more info, contact Danielle Johnson by phone at 518.563.1000 or by email at danielle@northcountrychamber.com.

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About the North Country Chamber of Commerce

The North Country Chamber of Commerce serves the entire North Country Region. This gives the North Country Chamber of Commerce the capacity to carry out meaningful economic development strategies,

develop and deliver the services needed by businesses, be an effective voice for the North Country economy, to solve real problems and to grasp the greatest opportunities. The North Country Chamber of Commerce is one of the top 3% of American Chambers of Commerce as one of only 226 Chambers nationwide to achieve accreditation by the U.S. Chamber of Commerce. The North Country Chamber of Commerce is also among the top 1% of American Chambers standing out as one of only 77 chambers nationwide to be proclaimed a Five Star Chamber by the U.S. Chamber of Commerce. Please contact the North Country Chamber of Commerce at 518.563.1000, visit northcountrychamber.com or log onto [Facebook.com/NorthCountryChamber](https://www.facebook.com/NorthCountryChamber).