



State of Tennessee

Justin P. Wilson, State Comptroller

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Small Business Advocate Urges Consumers to ‘Shop Small’ This Saturday

Tennessee Small Business Advocate Lauren Plunk is encouraging consumers to join a national movement and ‘shop small’ on the Saturday after Thanksgiving.

The movement, which began last year, is geared toward increasing support for small independently-owned businesses during one of the busiest shopping weekends of the year.

Last year, more than 130 small business advocacy groups, public and private organizations and elected officials joined in declaring the Saturday after Thanksgiving as ‘Small Business Saturday.’ According to American Express, sales at small businesses increased about 27 percent on the Saturday after Thanksgiving last year, compared to the year before.

“I believe Small Business Saturday will raise awareness about the importance of supporting small businesses,” Plunk said. “These businesses really do represent the backbone of our economy, in Tennessee and in the entire country. We need to do what we can to help them during this holiday season.”

According to the U.S. Small Business Administration, 99.7 percent of the businesses in this country are small businesses. More than half of all private sector employees work for small businesses. And small businesses have created 64 percent of the new jobs over the last 15 years.

In recognition of the important role that small businesses play in Tennessee, the General Assembly created the Office of the Small Business Advocate last year. The small business advocate’s primary job is to assist businesses with 50 or fewer employees in dealing with government agencies, particularly on the state level.

“Small businesses in Tennessee can use all the support they can get from consumers not only during the holidays, but throughout the year,” Plunk said. “I hope Small Business Saturday will encourage people to think about where they shop.”

Media contact: Blake Fontenay, Communications Director, (615) 253-2668 or blake.fontenay@tn.gov

[Tennessee Comptroller of the Treasury](#)
State Capitol Nashville, TN 37243
Phone: (615) 741-2501
Email: comptroller.web@tn.gov