



# Calvert County NEWS

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## **FOR IMMEDIATE RELEASE**

**Date:** Oct. 7, 2019

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### **Calvert Businesses Invited to Participate in Small Business Saturday *Economic Development Launches “Calvert Shop Local” Campaign***

**PRINCE FREDERICK, Md. – Oct. 7, 2019** – The Calvert County Department of Economic Development invites the local business community to participate in Small Business Saturday on Nov. 30 through its “Calvert Shop Local” campaign.

Falling on the Saturday after Thanksgiving, locally owned shops and businesses across the nation offer special events and promotions during Small Business Saturday as incentive for residents to do more holiday spending within their own community.

“Spending your hard-earned dollars in your own community helps sustain and create jobs for residents – your neighbors,” said Calvert County Economic Development Director Kelly Robertson-Slagle. “Shopping locally increases the tax base of our county, ultimately creating a thriving community and better quality of life for all.”

Calvert County businesses holding an event or offering coupons or discounts for holiday shoppers on Nov. 30 are encouraged to contact the Department of Economic Development to be listed on the Calvert Shop Local page of the [eCalvert.com](http://eCalvert.com) website. For more information, please contact Business Retention Specialist Kathy MacAdams at 410-535-4583 or [Kathy.MacAdams@calvertcountymd.gov](mailto:Kathy.MacAdams@calvertcountymd.gov).

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When promoting their participation, businesses are encouraged to use the #CalvertShopLocal social media hashtag and campaign logo, which is available on the Calvert Shop Local webpage at [www.eCalvert.com/CalvertShopLocal](http://www.eCalvert.com/CalvertShopLocal).

Small Business Saturday falls between Black Friday and Cyber Monday, during one of the busiest shopping weekends of the year. Last year, U.S. consumers spent a reported \$17.8 billion at independent retailers and restaurants on Small Business Saturday, according to the 2018 Small Business Saturday Consumer Insights Survey. Small Business Saturday spending across the nation has reached an estimated \$103 billion since the day was founded by American Express in 2010.

The Department of Economic Development monitors economic trends and executes business programs that complement Calvert County in order to attract and retain strong, healthy and dynamic companies of all sizes and industries. Learn more about Calvert County Economic Development at [www.eCalvert.com](http://www.eCalvert.com).

Find information on Calvert County Government services online at [www.CalvertCountyMd.gov](http://www.CalvertCountyMd.gov). Stay up to date with Calvert County Government on Facebook at [www.facebook.com/CalvertCountyMd](http://www.facebook.com/CalvertCountyMd).

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