



NEW YORK STATE SENATOR

Patty Ritchie

Need a Last Minute Gift? Check out "Senator Ritchie's Shop Small Guide" & Support Local

PATTY RITCHIE December 18, 2020



[CLICK HERE TO VISIT "SENATOR RITCHIE'S SHOP SMALL GUIDE"](#)

In an effort to support small businesses in Jefferson, Oswego and St. Lawrence Counties, State Senator Patty Ritchie is inviting people to check out “Senator Ritchie’s Shop Small Guide.” The special Facebook page aims to highlight small businesses throughout Central and Northern New York and encourages people to “shop small” this holiday season, and beyond.

“2020 has been a challenging year for everyone—and that’s especially true for small businesses,” said Senator Patty Ritchie.

“Through ‘Senator Ritchie’s Shop Small Guide,’ people can learn more about the amazing small businesses that are right in their backyard—everything from local eateries to gift shops. I hope as people wrap up their holiday shopping, they will check out my guide and be inspired to ‘support small,’ if they are able to.”

According to a recent study, when you shop local, 67-cents out of every dollar stays in the community. In addition, in a recent survey 78 percent of small business owners said positive feedback on social media is a significant driver of business. It’s estimated that recommendations on social media may be worth as much as \$197 billion for the United States small business economy.

Businesses included on “Senator Ritchie’s Shop Small Guide” have been recommended by people from throughout the region. To suggest a business to be featured, [click here](#).