



NEW YORK STATE SENATOR

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## 'Small Business Saturday' is November 30, 2024: A reminder to 'Shop Small' this holiday season

THOMAS F. O'MARA November 30, 2024

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We can make a difference for area small businesses by "Shopping Small." Fortunately for many of us, there's still a store right down the street or a shop right around the corner from home that turns out to be the best destination of all to find that perfect (and meaningful) gift.

You hear it all the time, especially in government where we debate constantly about how best to create jobs and strengthen local economies: small businesses are the backbone of the economy.

That fact is as true as it has ever been and so is the fact that Albany and Washington can take steps to help improve the economic climate for our small businesses. That's especially the case in New York State, where businesses large and small continue to face one of the toughest economic and business tax climates in the nation.

But government's not the only place to make a difference. We all can make a difference for area small businesses by "Shopping Small." Fortunately for many of us, there's still a store right down the street or a shop right around the corner from home that turns out to be the best destination of all to find that perfect (and meaningful) gift.

So here's hoping that we'll do our best to support these small businesses on Main Street, Market Street, Water Street, or wherever they happen to be found in your own community.

One strategy that really keeps making a difference takes place again this year through a nationwide event on Saturday, November 30th called "Small Business Saturday."

Read more from the U.S. Small Business Administration [HERE](#).