

# FOR IMMEDIATE RELEASE

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## PRESS RELEASE

**CITY OF ALAMOGORDO**

# City of Alamogordo

## Small Business Saturday in Alamogordo

**Alamogordo, NM Wednesday, November 24, 2021** Small Business Saturday began in 2010 and was created to encourage people to Shop Small, bringing more holiday shopping to small businesses. In an effort to support local communities, organizations across the country sign up to serve as Neighborhood Champions. Here in Alamogordo, the City, Center of Commerce, Alamogordo MainStreet, and Small Business Development Center partner each year, working to bring the community together with events and activities on Small Business Saturday and throughout the holiday season.

This week Richard Boss, Mayor of Alamogordo proclaimed Saturday, November 27, 2021, as Small Business Saturday in Alamogordo. Alamogordo Assistant City Manager Stephanie Hernandez said, "We live in an amazing community, and part of what makes us amazing is our small businesses. If it wasn't for the determination and dedication of small business owners, Alamogordo couldn't be in recovery mode after Covid shutdowns. We encourage everyone to shop local, support your neighbors, and help be part of the covid economic recovery."

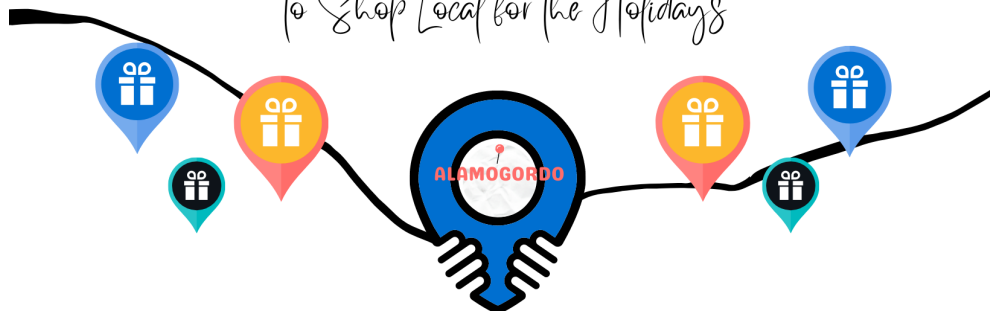
Small businesses account for 44% of economic activity in the United States according to the Small Business Administration, and did you know that last year, spending on Small Business Saturday reached a record high of \$19.8 billion?

This Saturday and all season long we encourage citizens to support small local businesses. In an effort to promote Small Business Saturday we are helping to highlight local gift shops this holiday season. Check out the City of Alamogordo Facebook page and website to find a list of featured gift shops, some you might be familiar with but many are unexpected.

Learn more on the [City of Alamogordo - Government Facebook page](#) as well as the website at <https://ci.alamogordo.nm.us/666/Small-Business-Saturday>

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'Tis the Season  
to Shop Local for the Holidays



Small Business Saturday | November 27, 2021



Learn more about the City of Alamogordo, services, happenings and other information at <http://ci.alamogordo.nm.us>, [www.alamogordonntrue.com](http://www.alamogordonntrue.com) or @CityOfAlamogordo on Facebook

