



Town of Stratford

**FOR IMMEDIATE RELEASE:
November 14, 2019**

**CONTACT: Karin Doyle
203-385-4029**

Discover what Stratford has instore on “Shop Small Stratford Day”

Stratford **Mayor Laura R. Hoydick** has issued a proclamation declaring Saturday, November 30th – the Saturday after Thanksgiving – “Shop Small Stratford Day” in conjunction with the national program, Small Business Saturday. Mayor Hoydick read the proclamation this past Wednesday, November 13th at Mellow Monkey, a popular Stratford gift shop that is championing the cause. The Milford Bank is sponsoring the event locally.

According to the proclamation, “The Town of Stratford celebrates our local small businesses and the contributions they make to our local economy and the community.” Further, “Our local businesses create jobs, boost our local economy and preserve our communities.”

Mayor Hoydick, along with Mellow Monkey owner **Howard Aspinwall**, encourages all independently-owned businesses to participate in the initiative and remind residents to “Shop Small, Shop Local.”

“Our independent merchants give back to the community in so many important ways. That's why this day is all about reminding shoppers that small business depends on their patronage,” shares Aspinwall.

The annual, one-day event capitalizes on Small Business Saturday which is nationally sponsored by American Express. Participating businesses provide exclusive offers to attract shoppers. Last year, U.S. Consumers reported a record high of an estimated \$17.8 billion spent at independent retailers and restaurants on Small Business Saturday.

There is no cost for a business to participate. All independently-owned Stratford based small businesses (with or without a physical storefront) can sign up to participate at ShopSmallStratford.com.

###

Stratford Town Hall • 2725 Main Street • Stratford, CT 06615