



**NEWS RELEASE**

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## **Township encourages residents to shop small this holiday season**

THE WOODLANDS, TEXAS (November 22, 2021) – The Woodlands Township encourages residents to support local businesses in this holiday season and beyond.

The Woodlands Township Board of Directors recently issued a proclamation in support of Small Business Saturday® which is observed on Saturday, November 27, 2021, this year and recognizes small business owners in the community.

“The Woodlands Township celebrates our local small businesses and the contributions they make to our local economy and community,” said Chairman of the Board Gordy Bunch. “Local businesses create jobs, boost our local economy and add economic viability to our community.”

According to the United States Small Business Administration, there are 31.7 million small businesses in the U.S. Small businesses employ 47.1 percent of the employees in the private sector in the country, and 92 percent of small business owners pivoted the way they do business to stay open during the pandemic.

Shopping at small businesses offers multiple advantages such as employing local workers and keeping sales tax dollars in the local economy. Additionally, shopping small helps the environment by reducing the impact of shipping and packaging, which makes for a smaller carbon footprint.

Visit The Woodlands, the tourism and convention arm of the Township, offers a detailed guide to retail establishments in The Woodlands at [www.visitthewoodlands.com/things-to-do/shopping](http://www.visitthewoodlands.com/things-to-do/shopping). Residents are also encouraged to support advertisers who appear in The Woodlands Community Magazine.

Shoppers can share their participation in Small Business Saturday® by using the hashtag #SmallBizSat in social media posts.

For more information about The Woodlands Township, please call 281-210-3800 or visit [www.thewoodlandstowship-tx.gov](http://www.thewoodlandstowship-tx.gov).



*The Woodlands Township encourages shopping at local businesses on Small Business Saturday, November 27, 2021. Shoppers can take the free trolley service in the Town Center area.*