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# News

Macomb County Executive  
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## Planning & Economic Development

### *For Immediate Release*

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## **Macomb County solicits independent retailer participation leading up to Small Business Saturday**

The Macomb County Department of Planning & Economic Development wants to know – are you ready for Small Business Saturday?

It is celebrated the Saturday after Thanksgiving; this year it is Nov. 28. While die-hard shoppers pack shopping centers on Black Friday and internet-savvy shoppers lie in wait for Cyber Monday, patrons of local merchants find Small Business Saturday optimal for finding great deals while supporting the local economy.

On average, 48 percent of each purchase at local independent businesses is recirculated locally, compared to less than 14 percent of purchases at chain stores.

The department is reaching out to independently-owned retailers in Macomb County who are participating on this day with special sales or events, asking them to submit their promotional flyers. These flyers will be featured on a new page on [MakeMacombYourHome.com](http://MakeMacombYourHome.com), creating a resource guide for Macomb County consumers.

The purpose of this initiative is to support the county's independent retailers by boosting awareness of Small Business Saturday and connecting residents with local businesses. There are nearly 1,600 independently-owned retail establishments in Macomb County for shoppers to visit. View a comprehensive directory at [MakeMacombYourHome.com/Shop](http://MakeMacombYourHome.com/Shop).

Macomb County independent retailers are encouraged to send their Small Business Saturday sales and special event flyers to [info@macombbusiness.com](mailto:info@macombbusiness.com) to be included in the resource guide.

### **About the Macomb County Department of Planning & Economic Development**

The Macomb County Department of Planning & Economic Development supports an environment where businesses prosper and people thrive. Its activities and programs are focused on stimulating the local economy through business retention, expansion and attraction while improving the overall quality of life for residents. The department specializes in providing services to businesses at all stages of development with a concentration on the high-growth industries of aerospace, alternative energy, advanced manufacturing, defense, and homeland security. For more information, call (586) 469-5285 or visit [www.MacombBusiness.com](http://www.MacombBusiness.com).

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