



#ShopSmallHenderson

FOR IMMEDIATE RELEASE

The Popular Outdoor Event, Shop Small Henderson, is Taking a Dramatic Digital Turn Shop Small Every Saturday to Support Small Business

Las Vegas, NV - The Water Street District Business Association has been the driving force behind Shop Small Henderson, held the Saturday after Thanksgiving. Past events have included a festival-like atmosphere with hundreds of small business merchants set up on the Henderson Events Plaza, on Water Street, and throughout the area.

With the 11/28/2020 outdoor event planning on hold due to the pandemic, the WSDBA has launched ShopSmallEverySaturday.com, encouraging everyone across Henderson and beyond to think of EVERY Saturday as the day to shop, dine and order from small businesses. Partnering with the City of Henderson Economic Development, COH Redevelopment, the Henderson Chamber of Commerce, the Small Business Administration, the State of Nevada Business & Industry, and SCORE, they have brought these collective voices together to champion the movement. Businesses across the valley are being encouraged to load their 2-3 minute video tours of their store, products, or services on the website where they will be featured and promoted free of charge. Business leaders including the Nevada Lt. Governor, Kate Marshall, Congresswoman Susie Lee, Henderson Mayor, Debra March, and Chamber of Commerce, President and CEO Scott Muelrath, are on the site voicing their support!

“The WSDBA has always championed small businesses. With a large event being unlikely this year, we determined that we must keep up the momentum digitally. This year we shift the focus from the one big event on 11/28 to creating a culture where everyone will think to ‘Shop Small Every Saturday,” said WSDBA President Maria Bailey.

WSDBA Vice President of Communications, Pam Guttman added, “We hear stories on a daily basis about how small businesses are needing help. This change in thinking could be a major boost for small businesses throughout the area if everyone chose to shop, dine, get takeout or whatever EVERY Saturday.”

Marcel F. Schaerer, Deputy Director, Department of Business & Industry, loves this idea so much, he’s working on taking the initiative statewide. “Nevada will be setting the stage for others to follow, not just outside of Henderson but throughout the entire state.”





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For more information visit <https://shopsmalleverysaturday.com/>

About the Water Street District Business Association:

The Water Street District Business Association (WSDBA) is a group of dedicated business leaders committed to the shared success of the enterprises located on and around historic Water Street in downtown Henderson, Nevada. Together, association members develop strategies and serve as problem-solvers and visionaries for the entire district and act as advocates in the community and other organizations. WSDBA members enjoy a wide range of benefits, from additional exposure and marketing opportunities to the satisfaction of knowing they're shaping the future of our community for generations to come.

For additional information call (702) 670-5027, email communications@wsdba.org or visit <https://www.wsdba.org/>. Follow the WSDBA on Facebook at @HendersonWSDBA or on Instagram at @hendersonwsdba.

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