



## **Lewiston & Auburn Press Statement November 15, 2021**

Lewiston Mayor Mark A. Cayer & Auburn Mayor Jason J. Levesque are encouraging residents to “**Shop Small**” during the holidays and have proclaimed November 27th as **Small Business Saturday®** within the Twin Cities. (link to proclamation: [www.lewistonmaine.gov/shopsmall21](http://www.lewistonmaine.gov/shopsmall21))

Since its inception in 2010, Small Business Saturday has highlighted the significance of supporting small, independently owned businesses. Occurring between Black Friday and Cyber Monday, it's a day dedicated to supporting the diverse range of local businesses that help create jobs, boost the economy, and keep communities thriving nationwide.

Mayor Cayer notes, ***“Our local businesses have creatively pivoted during the pandemic to stay operational and serve their customers. We are thankful for their perseverance, and it is my hope that Lewiston residents shop local on Small Business Saturday, throughout the holidays, and get in the habit of doing so year round.”***

Mayor Levesque adds, ***“As a city that prides itself on small businesses, it's extremely important to not only celebrate them, but to patronize them! Get out there, and get to know your neighbors and what they do to make their businesses and community great!”***

Small Business Saturday also demonstrates an intentional commitment to communities; creates goodwill; and supports a community's unique offerings. Neighbors are supporting neighbors, and dollars spent stay local.

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