



CITY OF KENNER

PRESS RELEASE

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SHOP LOCAL IN RIVERTOWN ON 'SMALL BUSINESS SATURDAY'

Kenner, LA. – Small Business Saturday will be held in Rivertown on Nov. 28, giving shoppers a great opportunity to “go small” to take care of their holiday shopping lists with the help of local businesses.

The event is in its second year and is sponsored by American Express. Last year, an estimated 73.9 million customers took advantage of Small Business Saturday, ringing up estimated sales of \$14.3 billion. Business owners in Rivertown are gearing up for a big day.

“The Pink House is full of shabby chic painted and distressed furniture, home décor, jewelry, candles, Maison Blanche furniture paint and a new clothing boutique,” owner Leslie Hodges said. “Great gift ideas and much, much more. Don’t go to the mall – come shop small at the Pink House!”

Small businesses offer a number of advantages over national corporations. In Rivertown, there is no parking nightmare to contend with. Combine your visit with lunch, if you’d like, and enjoy avoiding the parking jams and fights for parking spaces that leave shoppers elsewhere frustrated and ready to go home.

“Sweet Simplicity Gift Shop will be celebrating Small Business Saturday and 12 years in business from 9 a.m. to 8 p.m.,” owner Julie Cantrell said. “Sip on some champagne while you shop a selection of unique gifts and home décor. Stop by and show your support by shopping small this holiday season.”

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