Press Release

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FOR IMMEDIATE RELEASE

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Dane County Businesses Gear Up for Small Business Saturday on November 28

Shop Small Dane County initiative encourages residents to support locally owned businesses as national holiday retail sales are projected to top $1 trillion.

MADISON, WI – Small Business Saturday returns on November 28, 2026, and locally owned businesses throughout Dane County are preparing to welcome holiday shoppers. A community initiative, **Shop Small Dane County**, is helping residents discover and support independent businesses during one of the most important shopping weekends of the year.

Founded by American Express in 2010, Small Business Saturday is a nationwide movement encouraging consumers to shop at locally owned businesses on the Saturday following Thanksgiving. The annual event has become an important part of the holiday shopping season, reminding consumers where they spend their money makes a difference in their communities.

This year's holiday shopping outlook is encouraging. The National Retail Federation (NRF) forecasts retail sales during November and December will increase **4.2% over 2025, reaching $1.013 trillion**, compared with $972 billion last year.

NRF President and CEO Matthew Shay said, "This year's forecast reflects our confidence that consumers will prioritize the holiday season even as they remain mindful of their budgets."

Local Effort Encourages Dane County Residents to Shop Small

Colin Murray, owner of Kylee's Gift Cottage in Middleton and former Executive Director of Dane Buy Local, is helping coordinate the local Small Business Saturday effort. Murray is serving as a designated **Neighborhood Champion** through the American Express Small Business Saturday program, encouraging community participation and supporting local independent businesses.

"Small Business Saturday is about much more than a single day of shopping," said Murray. "It's about recognizing the important role locally owned businesses play in our communities. These are the businesses which create jobs, support local nonprofits, sponsor neighborhood events, and help make Dane County a special place to live. When we choose to shop locally, we're investing in our own community."

To help connect shoppers with participating businesses, Murray developed **www.ShopSmallDaneCounty.com**, a website featuring local businesses who have committed to participating in this year's Small Business Saturday initiative.

The website provides shoppers with an opportunity to discover independent retailers, restaurants, and other locally owned businesses throughout Dane County and encourages residents to make shopping locally a priority throughout the holiday season.

"With holiday sales expected to exceed $1 trillion nationally, we want to make sure our locally owned businesses receive their fair share of that spending," Murray added. "Even shifting a few holiday purchases from national online retailers to local businesses can make a meaningful difference. Our goal is to make it easier for shoppers to find these businesses and support them."

Shop Small on November 28 — and Throughout the Holiday Season

Consumers are encouraged to visit www.ShopSmallDaneCounty.com to discover participating businesses, explore shopping opportunities and plan their Small Business Saturday visits.

While November 28 is the official celebration, the Shop Small Dane County initiative encourages residents to continue supporting independent businesses throughout the holiday season and year-round.

Media Interviews and Additional Information

Members of the media interested in additional information about Small Business Saturday, the Shop Small Dane County initiative or the importance of locally owned businesses are encouraged to contact Colin Murray.

Murray is available for interviews and can also help arrange interviews with participating Dane County business owners to provide additional perspectives on the upcoming holiday shopping season.

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