

Iota Phi Lambda Sorority, Inc.



NOVEMBER 28, 2020 SMALL BUSINESS SATURDAY

As soon as Thanksgiving is over the holiday shopping season begins. As we prepare to celebrate Christmas and the exchange of gifts, we look to decide how and where we spend our money. As a Business and Professional Women's Sorority, we urge our members to support small businesses in our neighborhoods, especially African American small businesses.

This holiday was created by American Express in 2010 and marketed via social media, radio and National broadcasting. Today, it is a registered trademark of American Express. Small Business Saturday is celebrated on the Saturday after Thanksgiving and is considered to be the middle



portion of a trifecta of three shopping holidays which includes Black Friday, Small Business Saturday and Cyber Monday. However, while shopping is the main focus of this holiday, it is not the only component. In our desire to highlight small businesses, we want to engage in a promotional campaign by recommending your favorite small business to your friends and family via social media.

In some cities, such as Chicago, Black Friday is designated as "Black Shop Friday" in an effort to shine a light on the Black businesses in and around the Chicago area. The theme for the day is **Spend Green: Shop Black.**

The coronavirus has had a devastating effect on Black owned businesses and it is thought that this initiative will increase visibility and help to attract new customers for these businesses. So, let's go out and support the small Black owned businesses in our neighborhood. Don't forget to highlight these businesses on your social media platforms!!

Dorothy M. White
23rd National President