Proclamation

Presented

In Recognition of Small Business Saturday®

WHEREAS, Small Business Saturday®, founded in 2010 by American Express, recognizes the importance of small businesses and their vital contributions to the economy, job creation and local communities; and

WHEREAS, Small Business Saturday® encourages consumers to shop at local, independently-owned businesses during the busiest shopping weekend of the year, between "Black Friday" and "Cyber Monday"; and

WHEREAS, Small Business Saturday® provides resources that small business owners can use to promote their businesses and an opportunity for consumers to support local establishments; Small Business Saturday® is a national movement that has been embraced by consumers and small business owners; and

WHEREAS, Small Business Saturday® is committed to supporting small businesses, driving consumers to "shop small and local," and increasing visibility for small businesses through media attention; and

WHEREAS, Small Business Saturday® raises awareness about the valuable contributions of small businesses to our local communities; small businesses comprise approximately 98% of all businesses in Hawai'i, accounting for more than 450,000 jobs; and

WHEREAS, Small Business Saturday® will be recognized nationwide on November 24, 2012; consumers are encouraged to patronize their favorite local stores and restaurants because when millions of Americans Shop Small®, small businesses thrive;

NOW, THEREFORE, I, NEIL ABERCROMBIE, Governor, and **I, BRIAN SCHATZ, Lieutenant Governor** of the State of Hawai'i, do hereby proclaim November 24, 2012, as

"SMALL BUSINESS SATURDAY®"

in Hawai'i and encourage the people of the Aloha State to support our local small businesses and recognize the vital role they play in rebuilding and strengthening our economy. As we say in Hawai'i, *"try buy local!"*

DONE at the State Capitol, in the Executive Chambers, Honolulu, State of Hawai'i, this nineteenth day of November, 2012.

Neil Abercrombie

NEIL ABERCROMBIE
Governor, State of Hawai'i

Brian Schatz

BRIAN SCHATZ
Lt. Governor, State of Hawai'i