

PayPoint urges retailers to get involved in 'Small Business Saturday'

Welwyn Garden City, 7 October 2013: PayPoint has added its support to 'Small Business Saturday' and is urging all its independent and symbol-affiliated retailers to get involved. Taking place on 7 December 2013, Small Business Saturday is intended to highlight the positive contribution made by small businesses to their communities throughout the UK.

"For us, Small Business Saturday is all about supporting the 16,000 independent and symbol-affiliated shops in our network," said Andrew Goddard, Retail Director at PayPoint. "They play a hugely important role in their communities, often adding to the unique character and economy of each locality, and we see our role as providing the products and services that their customers want and which help to boost their bottom line. "

Originating in the USA four years ago, Small Business Saturday is designed to encourage consumers to spend their money at small businesses on a particular day in December. In 2010, Barack Obama showed his support by taking his daughters to an independent book store in Arlington, Virginia.

"Being a Saturday, the campaign is very focused on retail," added Andrew Goddard, "and we are encouraging our retailers to get involved so they can get the recognition among their local communities that they richly deserve – and benefit financially by encouraging local people to spend their money in their shop, not just on 7 December but throughout the year. Small Business Saturday offers independent retailers a great sales and promotional opportunity – so we hope they'll make the most of it!"

Events will be planned throughout the UK in the run-up to and on Small Business Saturday, including a nationwide bus tour, and there are many ways that independent retailers can get involved in specially-created events of their own, including:

- **Communicating** – by placing a poster in their window, articles on their website if they have one, or on a local community website, and leafleting customers
- **Promoting** – by having a promotion specific to Small Business Saturday, such as 10 per cent discount, free wrapping or delivery
- **Sharing** – on Small Business Saturday's [Facebook](#) and [Twitter](#) pages.

PayPoint will be promoting the day through its various communications channels and has pledged to put any news about their plans and activities sent in by its retailers on its own [Facebook](#) and [Twitter](#) pages.

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