



FOR IMMEDIATE RELEASE

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Think Downtown's Selden Market and Surrounding Retailers for Small Business Saturday on November 25

NORFOLK, Va. – (November 2017) – Downtown Norfolk will celebrate [Small Business Saturday](#) on November 25 with extra incentives to visit all of the favorite places to shop Downtown. Join the Shop Small movement that supports local retailers at the beginning of the holiday season.

As part of the celebration, Downtown Norfolk Council will host a Shop Small Welcome Station in Selden Market, located between Main and Plume Streets in the Selden Arcade. It will include a list of participating small businesses, treats and entertainment. Additionally, Downtown will be alive with Strolling Santa carolers, Small Business Saturday decorations and gift-card giveaways for Downtown shoppers.

A complete list of participating businesses, events and promotions is available at www.downtownnorfolk.org. (this link may change)

Selden Market is Downtown's newest retail offering with 12 storefront tenants in addition to 18 rotating pop-up businesses. Selden Market is open to the public Monday through Saturday from 11 a.m. to 8 p.m. and on Sunday from 11 a.m. to 5 p.m.

Other retailers are scattered throughout walkable Downtown with an assortment of products including art, gourmet foods, custom printed merchandise, gifts, clothing, home goods and more.

Small Business Saturday is an American shopping holiday held on the Saturday after Thanksgiving during one of the busiest shopping periods of the year. First observed in the United States on November 27, 2010, it is a counterpart to Black Friday and Cyber Monday, which feature big box retail and e-commerce stores respectively. By contrast, Small Business Saturday encourages holiday shoppers to patronize brick and mortar businesses that are small and local. Small Business Saturday is a registered trademark of American Express Corporation.

Downtown Norfolk Council is a private, not-for-profit membership organization comprised of businesses and individuals working toward a dynamic, attractive and prosperous Downtown. DNC also manages the Downtown Norfolk Improvement District, a 48-block special services district with enhanced services that keep Downtown friendly, safe and spotless. Connect with Downtown Norfolk on Twitter, Facebook and Instagram or visit DowntownNorfolk.org.

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