NEWS RELEASE
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SHOP SMALL. SHOP LOCAL. SHOP SUFFOLK! CITY CAMPAIGN CELEBRATES 24 LOCAL BUSINESSES THIS SMALL BUSINESS SATURDAY

SUFFOLK, VA (November 20, 2026) Small Business Saturday, celebrated annually on the Saturday after Thanksgiving, is an opportunity to recognize the important role small businesses play in building strong local economies, creating jobs, supporting families, and contributing to the unique character of our communities.

In recognition of Small Business Saturday on November 28, the City of Suffolk's Economic Development Department is encouraging residents to make a difference with their shopping dollars by supporting local businesses and celebrating the entrepreneurs who help make Suffolk a vibrant place to live, work, and do business.

As part of this year's celebration, the City's Economic Development Department has partnered with the *Suffolk News-Herald* to sponsor a special Small Business Saturday advertising campaign. Through this initiative, 24 participating Suffolk small businesses will receive complimentary advertising in a dedicated newspaper feature scheduled for Wednesday, November 25, just ahead of the holiday shopping weekend.

The campaign is designed to increase visibility for local businesses, introduce residents to new shopping and dining destinations, and encourage consumers to keep more of their spending within the Suffolk community. According to the 2025 American Express Small Business Economic Impact Study, approximately 68 cents of every dollar spent at a small business stays in the local community. Local businesses help strengthen this economic cycle by hiring local employees, purchasing supplies, using

professional services, and supporting other businesses. When residents shop locally, their spending can have a ripple effect that benefits the entire community.

This year's celebration also features a Small Business Saturday raffle, offering residents another fun way to connect with and support participating local businesses. Residents are encouraged to visit the *Suffolk News-Herald's* online contest page for raffle information and entry details: https://www.suffolknewsherald.com/contests/active.

"Small businesses are an essential part of what makes Suffolk special. They offer more than products and services; they create connections, support local families, contribute to our neighborhoods, and help shape our community's identity. Every time residents choose to shop locally, they're helping their neighbors, strengthening our local economy, and investing in Suffolk's future. We encourage everyone to take the opportunity to discover a new favorite business or revisit one they already love," said Erin Dears, Small Business Development Manager for the City of Suffolk's Economic Development Department.

While Small Business Saturday is a great opportunity to kick off the holiday shopping season, supporting local businesses doesn't have to stop there. Residents can make a meaningful difference throughout the year, and many of the most impactful ways to show support don't cost a thing. Follow local businesses on social media, like, comment on, and share their posts, join their mailing lists, recommend them to friends and family, and help introduce newcomers and visitors to the businesses that make Suffolk unique. Whether purchasing a gift, enjoying a meal, hiring a local service provider, or simply spreading the word, every effort helps.

Meet the 24 Participating Suffolk Businesses

The city invites residents to explore and support the following businesses participating in this year's Shop Small Suffolk campaign (listed alphabetically):

1. A. Dodson’s
2. Apothecary 1885

3. Cure Coffeehouse
4. Darla’s Downtown Boutique
5. Decent People Taproom
6. Embroidery Etc.
7. Everbowl Suffolk
8. Fabric Shoppe
9. Flickerstix Candle Co.
10. Full Quiver Farm
11. Happy Hour Glass Works
12. Harper’s Table
13. Jungle Jamz Play Café
14. Miss Lilly’s Trading Post
15. Old Myrtle Cotton Co.
16. Skydive Suffolk
17. Storage Authority Carolina Road
18. Suffolk Massage and Wellness
19. Sugar Mama’s Bakeshoppe
20. Sundries Fresh Market & Bakery
21. The Pink Box
22. The Salty Shell on Bennett’s Creek
23. The Sparrow’s Nest
24. Virginia’s Daughter Bridal Boutique

This Small Business Saturday, make your shopping count! Shop Small. Shop Local. Shop Suffolk!

To discover more local businesses and explore shopping opportunities throughout the city, visit Shop Small Suffolk.

For additional information, contact Erin Dears, Small Business Development Manager, City of Suffolk Economic Development, at 757-514-4042 or edears@suffolkva.us.

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