



FOR IMMEDIATE RELEASE

November 24, 2019

Contact: Edward Cannata

ecannata@mainstortrington.org | (860) 410-6767

**Small Business Saturday Promotion In Downtown Torrington.
One Lucky Customer Will Win \$500!**

Torrington, CT - Main Street Torrington, Inc. (MST) a local 501(c)(3) not-for-profit organization headquartered in downtown Torrington is excited to announce their brand new holiday promotion titled "500 Reasons to Shop Small" taking place Saturday, November 30th from 9 am to 5pm. Designed to coincide with the American Express national promotion "Small Business Saturday" (SBS) this year, Main Street Torrington has partnered with 25 small businesses in downtown Torrington for this promotion.

In an effort to promote "Shop Local," MST will be giving away a \$500 American Express Gift Card to one lucky shopper. Customers can enter this give-away by making purchases at any two SBS participating businesses on Small Business Saturday between the hours of 9 am and 5 pm.

Small Business Saturday participating businesses include...

Cafe 38, Ciesco Catering's Holiday Market, Christina's Consignment, Create Beauty & Barbering, Dance Shop at the Nutmeg, Five Points Gallery, Good Company Coffee House, Hatfield Jewelry & Company, Hummingbird Cafe, In Sheep's Clothing, Kid's Play Museum, Kelly's Crystals, Boutique, Liberty Art & Framing, New Brunswick Flea Market, Nirvana Cafe & Juice Bar, Noelke Gallery, Petricone's Pharmacy, Remember When/Ritz Crystal Room, Revolution Records, Rick's Nutmeg Grille, Sanctuary Power Yoga, Steph Burr Studio, The Gift Shop at Charlotte Hungerford Hospital, The King's Closet Thrift Store, Warner Theater, Water Street Potters, Zach & Lou's Barbecue.

Here's how it will work...

Upon completion of the first sale of the day in any one of the SBS participating businesses, merchants will give customers a card initialed in the bubble that corresponds to their business.

Customers can then take this card to a second SBS participating business and during their second purchase of the day, merchants will collect the card from the customer for inclusion in the random drawing for the \$500 American Express Gift Card, which will take place on December 7, 2019, just in time for the holiday season!

Customers can increase their chances to win by making purchases in multiple SBS participating business, but need to remember they may not duplicate a business. Multiple entries from any one individual must be from unique SBS participating businesses. So customers need to make a purchase at four different SBS participating businesses to enter a second time, six different SBS participating businesses to enter a third time, and so on.

Volunteers from Main Street Torrington will be on hand this day to answer any questions as well as to help customers find participating businesses. The MST SBS Center will be located at 81 Main Street (across the street from the Warner Theatre) and will be staffed from 9 am to 4 pm. Also, a digital map of these businesses can be found online at www.mainstortrington.org or on the Main Street Torrington Facebook page.

What is Small Business Saturday?

Small Business Saturday is a nationwide movement sponsored by American Express taking place the Saturday after Thanksgiving to support local and small businesses.

About Main Street Torrington, Inc.

Main Street Torrington is a local 501(c)(3) not-for-profit dedicated to downtown Torrington, CT. For more information please visit their website at <http://www.mainstortrington.org>.