November 24, 2014
FOR IMMEDIATE RELEASE

THIS WEEKEND: SMALL BUSINESS SATURDAY RETURNS TO THE FIFTH STREET PUBLIC MARKET FOR THE FOURTH STRAIGHT YEAR

EUGENE, OR. Encouraging local patrons to "shop small" this year, Fifth Street Public Market will be hosting Small Business Saturday November 29th for the fourth year in a row. Saturday's occasion ties-in with American Express' national Small Business Saturday promotion.

Created to offset the hype of "Black Friday" and "Cyber Monday", Small Business Saturday reminds shoppers to frequent great local businesses that help support local communities.

"Virtually all of the shops at Fifth Street are locally owned and operated," says Marissa Ooyevaar, Marketing and Events Coordinator for the Fifth Street Public Market. "When local patrons do their shopping here, they're supporting sustainable retail that creates a stronger Eugene for everyone."

It's easy to forget local businesses with the proliferation of online shopping and steep holiday season discounts from national retail chains. Shopping local, however, maintains retail diversity, encourages robust competition, invites sustainability, builds local character, link neighbors and neighborhoods together, maintains local decision-making and keeps shopping dollars in Eugene's local economy.

"Often times at The Market you'll be interacting directly with the shop owner," says Ooyevaar. "Try doing that at a cookie-cutter retail chain store."

The Fifth Street Public Market is open 10am-7pm Saturday, November 29 in downtown Eugene, 296 East Fifth Avenue. Open Sundays 11am-5pm and weekdays 10am-8pm.

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For More Information:

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About Fifth Street Public Market:
Fifth Street Public Market has been located in the heart of Downtown Eugene since 1976. Within the walls of the market, you'll find a colorful collection of over two dozen

shops, services, International Cafés and restaurants, along with a hotel, bar and spa.
www.5stmarket.com