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## Governor Christie and Lt. Governor Guadagno Encourage New Jerseyans to Shop Locally on November 24, 2012, 'Small Business Saturday'

Friday, November 23, 2012

Tags: [Jobs and the Economy](#)

**Trenton, NJ** - Today, Governor Chris Christie and Lt. Governor Kim Guadagno encouraged New Jersey residents to take part in the 3rd annual "Small Business Saturday," a nationwide effort to highlight the importance of small business. This year, the significance of "Small Business Saturday" is especially important to New Jersey as rebuilding and recovery in the aftermath of Hurricane Sandy continues for many residents and businesses in hard hit areas of the state.

"The Saturday after Thanksgiving is a crucial sales period for small businesses that populate our communities and downtowns," said Governor Christie. "As the backbone of the Garden State economy, these businesses create jobs and spur local economies. During this period of rebuilding and recovery, it is important to give these businesses our encouragement and support. Mary Pat and I will make a special effort to shop locally this Saturday."

Last year, over 100 million people came out across the United State to shop at independently-owned small businesses for "Small Business Saturday," the Saturday after Thanksgiving, between "Black Friday" and "Cyber Monday" - traditionally two of the busiest shopping days of the year. According to the U.S. Small Business Administration, there were nearly 28 million small businesses in the United States in 2011. Data from the New Jersey Department of Labor & Workforce Development indicates that New Jersey companies with less than fifty employees make up over 96 percent of all companies statewide and employ about 36 percent of our state's private sector workers.

"Since Hurricane Sandy struck New Jersey, I witnessed countless scenes of New Jerseyans giving of themselves to help others in need," noted Lt. Governor Guadagno, who leads economic development efforts for the Christie Administration. "This Saturday, all New Jerseyans can take part in our recovery effort by shopping at local businesses. Doing this is very meaningful for these small businesses owners, the communities recovering from the storm, and the state's overall economy."

Small businesses impacted by Hurricane Sandy should contact the U.S. Small Business Administration for information regarding disaster loans and aid. SBA Business Recovery Centers are open in Atlantic City, Cape May Courthouse, Hackensack, Jersey City, Lincroft, Manahawkin, Newark, Paterson, Piscataway, and Plainfield. Contact the SBA Customer Service Center at 1-800-659-2955 (1-800-877-8339 for TTY) or go to [www.sba.gov](http://www.sba.gov)

For more information on "Small Business Saturday," visit [www.smallbusinesssaturday.com](http://www.smallbusinesssaturday.com).

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