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For Immediate Release

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**El Camino College Small Business Development Center Joins the Second Annual
Small Business Saturday to Drive Business to Local Establishments**
Program Aims to Unite, Inspire Consumers to Shop Small on November 26, 2011

The El Camino College Small Business Development Center (SBDC) recently announced its participation in the second annual [Small Business Saturday](#) on November 26. Small Business Saturday is a day for dedicating a portion of holiday shopping to local, independently-owned small businesses.

American Express, the founding sponsor of Small Business Saturday, created the national program in 2010 in response to small business owners' most pressing need: more demand for their products and services. This second event will build on last year's inaugural program that drove millions of dollars to "Main Street" merchants.

The SBDC recognizes the importance of small businesses in the South Bay, the jobs they create, and the culture they instill in local communities. Small businesses have generated 64 percent of net new jobs over the past 15 years and employ more than half of all private sector employees, according to the Small Business Administration.

Social media will play a central role in helping raise awareness about the importance of supporting small business and recognizing Small Business Saturday. The Small Business Saturday Coalition will be driving consumers and business owners to [facebook.com/smallbusinessaturday](https://www.facebook.com/smallbusinessaturday) where they can participate in many ways.

The El Camino College SBDC provides no-cost business consulting, affordable workshops and seminars, and free assistance with applying for business financing to the small business community in the greater South Bay.

Small business owners who are interested in participating in the promotion, but may need assistance with marketing or setting up a Facebook and/or other social media accounts are eligible for no-cost assistance from the SBDC. For more information, call 310-973-3177 or visit www.southbaysbdc.org.

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