

Between Black Friday and Cyber Monday sits a day dedicated to supporting small businesses. Small Business Saturday® is a day to celebrate the Shop Small Movement and drive shoppers to local merchants across Nebraska.

This Saturday, Nov. 24, Nebraskans—and people all across the country—are being asked to shop at their favorite local stores.

American Express founded the special day in 2010 to help independently owned businesses gain exposure during one of the biggest shopping weekends of the year.

Last year, more than 100 million people participated.

Nebraska is filled with diverse and innovative small businesses that fuel the local economy and employ our friends, family members and neighbors. These businesses are part of what makes Nebraska unique.

Nebraska Tourism supports Small Business Saturday. Supporting local businesses will help create jobs, boost the economy and invigorate our communities, say tourism officials.