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### ***Microenterprise Network Partners with Small Business Saturday***

Lansing, MI - The Microenterprise Network of Michigan (MNM), a program of the Community Economic Development Association of Michigan (CEDAM), has joined the national coalition to support local small businesses with Small Business Saturday, taking place during one of the biggest shopping weekends of the year.

Small Business Saturday is an initiative started in 2010 that promotes and drives consumers to support local businesses on the Saturday in between Black Friday and Cyber Monday. This year, Small Business Saturday falls on November 24. Communities across the state are celebrating and promoting Small Business Saturday.

“Every person has a special small business that they love,” said Jamie Schriener-Hooper, Executive Director of CEDAM. “Small Business Saturday serves as a great reminder for people to patronize their favorite small businesses and put the resources directly back into their community.”

In the time leading up to Small Business Saturday, the MNM is encouraging members and client businesses to connect with the resources and branding available to promote holiday sales at small businesses and microbusinesses in Michigan. More information about places to shop, ways to promote your business and rally your community is available at [shopsmall.com](http://shopsmall.com).

*The MNM is a statewide association of individuals and organizations who foster job creation, access to capital and economic growth through microenterprise development. A project of CEDAM, the MNM is dedicated to providing a voice for microenterprise, building the capacity of practitioners and improving the environment for Michigan entrepreneurs. For more information, visit [www.MichiganMicro.org](http://www.MichiganMicro.org).*

*CEDAM is a nonprofit membership organization that represents hundreds of individuals and organizations committed to revitalizing Michigan through community economic development. For more information about CEDAM, visit [www.cedam.info](http://www.cedam.info)*

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