

*City of Taunton  
Office of the Mayor*



For Immediate Release: 11/23/2022

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**O'CONNELL ENCOURAGES RESIDENTS TO SHOP LOCAL THIS SATURDAY**

Taunton, MA...Mayor Shaunna O'Connell is encouraging residents to support Taunton businesses by shopping local this weekend. This year, Small Business Saturday falls on November 26, 2022 and provides residents the opportunity to invest in their community by shopping and dining at local small businesses.

“Our local businesses are invested in Taunton’s future. They provide jobs, opportunity, and give back to our community in so many ways. When we support our small businesses, we support our community. I encourage everyone to shop and dine locally this weekend,” said O’Connell.

Supporting small businesses has a widespread impact on local communities. Local businesses tend to hire local residents, use other local businesses and contribute to local charities. Kris Silva, President and CEO of the Taunton Area Chamber of Commerce (TACC), appreciates the November spotlight on small businesses. “We are grateful to have a Mayor who is so supportive of small businesses. We encourage people to patronize all sorts of small businesses this holiday season. In addition to our retail options, there are dining establishments, personal service providers, even local artisans that need our support,” said Silva.

Small Business Saturday was initiated by American Express in 2010 and has been co-sponsored by the Small Business Administration since 2011. It has become an important kickoff to holiday shopping which comprises a large part of small businesses’ busiest season. Research conducted indicates shoppers recognize and appreciate the impact they make by shopping locally.

Small Business Saturday is an important way in which City residents can demonstrate their appreciation for local businesses and commit to the vitality and strength of their local economy. When \$100 is spent at a small business, \$68 stays in the community.

Mayor O’Connell was joined by Kris Silva and Colleen Simmons, Executive Director of the Downtown Taunton Foundation/Business Improvement District to present a Small Business Saturday Proclamation to the owners of KatieJodly, a small clothing store located in Taunton. Karm-Syndia Augustin, co-owner of KatieJodly, opened her boutique shop on Weir Street in October 2021. The store carries both a collection of traditional Haitian clothing, as well as clothing designed in-house. “I love being in Taunton. We immediately felt welcome and supported. There is a great network of people here. I was excited to receive the Small Business Proclamation from Mayor O’Connell,” said Augustin.###