



For Immediate Release

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BUDA LOOKS TO BOOST LOCAL BUSINESS THIS HOLIDAY SEASON

BUDA, TX - NOV. 18, 2020 - Small Business Saturday has been a long-standing tradition in Buda, kicking-off the holiday shopping season for gift-givers. Each year, the community shows their support for local businesses, neighbors, and friends by shopping with Buda businesses and attending festive events complete with hot cocoa, Santa, and lights. While the big events will not be taking place this year, residents still have plenty of opportunity to support local business on November 28-30 with Small Business Saturday, Artists Sunday, Cyber Monday, and throughout the holiday season.

To show support for local businesses and artists, the City of Buda proclaimed Saturday, November 28 as Small Business Saturday and Sunday, November 29 as Artists Sunday. The proclamations recognized the local businesses and artists that contribute positively to the Buda community and economy. Money spent within the local community is more likely to stay within the community and generate additional economic activity among other businesses in Buda.

On Small Business Saturday, businesses across Buda will host a variety of promotions, giveaways, specials and more to invite consumers to forego the online giant retailers and box stores and instead find unique gifts carefully selected by small business owners for their loved ones. In addition to individual store events on Small Business Saturday, downtown retailers will have in-store giveaways of hot cocoa bombs artfully created by A Snowball's Chance as part of a Main Street Program promotion. Each retailer will have a limited supply of complimentary cocoa bombs for shoppers to earn with their purchase.

The cocoa bombs coincide with the Downtown Tree Lighting broadcast happening on Facebook Live on Saturday, November 28 at 5:45 p.m., where families can enjoy the sights, sounds, and cocoa from the comfort of their own home. Live music will fill the screen and Santa, along with newly elected Mayor, Lee Urbanovsky, will countdown to lighting the Christmas tree in Greenbelt Park at exactly 6:00 p.m. Residents are encouraged to dawn their holiday jammies, and sip on the cocoa they received while shopping.

On Sunday, November 29, Artists Markets will pop-up in Buda, including at Inspired Minds Art Center and at Little Bluebird with additional holiday themed art murals at Buda Mill and Grain Co. and at The Carrington Event Center. Artists Sunday is a new tradition gaining traction across the United States where artists are coming together to offer hand-crafted holiday gifts created from the heart and represent another alternative to big box stores and online shopping.

All weekend long, the Buda Economic Development Corporation (EDC) will offer an incentive for shoppers to Buy Buda. To participate, shoppers are asked to take a picture with their purchase from a Buda business, then tag the business and the Buda EDC on social media for a chance to win a prize from Buda retailers.