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1776's Founders' Market revolutionizes the way consumers support local business' on Small Business Saturday

On Saturday, November 30th and December 1st, 2019, 1776's Founders' Market is proud to host our first Shop Small at the Mall event-- We are inviting all local small businesses to join us at 1776 Founders' Market on the second floor of the Nordstrom wing in the Cherry Hill Mall.

The weekend long event coined, Shop Small at the Mall, will feature over 20 local makers and small businesses' during Small Business Saturday. Sandwiched between black Friday and Cyber Monday the nationwide movement referred to as Small Business Saturday originates from American Express in 2010. The company's goal was to encourage consumers to shop small to stimulate local economies by abstaining from larger retail corporations and giving a visit to your local "Mom and Pop". If you are looking for a cost effective opportunity to increase your sales, brand visibility, and be a part of the national Small Business Saturday event please contact Niara@1776.vc.

1776's Founders' Market creates a niche for retail shoppers to stop in for unique gifts and items featuring artisans from the local community. Local vendors are rotated quarterly, providing the pop up illusion which provides exclusivity and a new shopping experience each time a customer comes into the shop.

Cherry Hill being a larger city in the suburbs lacks a main street unlike the neighboring regions that flock to support their local businesses at the center of town. The common workspace will be transformed for local artisans and makers to showcase a variety of merchandise to cater to all audiences. Shop Small at the Mall will provide the opportunity for consumers to find unique and meaningful gifts and the chance to meet creative and innovative community members.

ABOUT 1776

1776 is the largest network of incubators that cultivates and empowers startup ecosystems in the Northeast Corridor. We exist to strengthen the cities and economies by building a thriving community of entrepreneurs.

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