

For Immediate Release: November 15, 2019

Contact: Traci Rockefeller Cusack, traci@trockcommunications.com or 916-213-4373

Think Big, Shop Small...

Community Encouraged to Visit Sacramento's Urban Core On Small Business Saturday

SACRAMENTO, Calif. – The Downtown Sacramento Partnership, DOCO (Downtown Commons), Midtown Association, R Street Sacramento Partnership, City of Sacramento and the Sacramento Regional Transit District (SacRT) are once again joining efforts to share exciting information about a variety of special Small Business Saturday activities, offerings and amenities available for holiday shoppers on Saturday, November 30, 2019.

Helping to make shopping in Sacramento's urban core even more fun and convenient than ever, the City of Sacramento is offering free metered parking on Small Business Saturday (and on weekdays after 4:30 p.m. and all day on weekends November 23 through December 25, 2019). Back by popular demand, SacRT is offering free "shopping shuttle" service (with stops/pick-ups every 20 minutes) that will operate from 9:30 a.m. until 8:30 p.m. and take shoppers throughout midtown, the Alhambra corridor, downtown, along R Street and along the Old Sacramento Waterfront on Saturday, November 30, 2019. The free shopping shuttles will also stop near popular community events and destinations such as the Midtown Farmers Market, DOCO Plaza, Downtown Sacramento Ice Rink, Macy's Theatre of Lights and the Old Sacramento Waterfront. In addition, SacRT is offering free rides system-wide on its bus and light rail services to encourage more people to travel car-free and take public transit from outside the urban core.

Part of the year-round Shop Small concept, Small Business Saturday is highlighted as a special day to celebrate the ongoing effort to help local communities thrive. To get started, shoppers are encouraged to stop by one of the Small Business Saturday "Welcome Stations" to pick up complimentary canvas tote bags. Plus, many businesses in the central city have special activities planned on Small Business Saturday, a sampling of which follows:

Downtown Sacramento & DOCO (Downtown Commons)

- **Identity Boutique** (DOCO/405 K Street Suite 115) is offering complimentary #ShopSmall tote bags starting at 8 a.m. plus a \$10 gift card with any purchase of \$50 or more and a pair of free holiday socks or leggings for the first 20 shoppers (while supplies last);
- **Andy's Candy Apothecary** (two locations: DOCO/500 J Street Suite 160 & 1019 9th Street) is offering \$5 off purchase of \$30 or more plus a free gift with purchase of \$50 or more (while supplies last);
- **Downtown Sacramento Ice Rink** (701 K Street) is offering \$2 off per person with SacRT shuttle pass;
- **Flatstick Pub** (630 K St #3) is offering a free round of golf or Duffleboard™ with the purchase of a beer;
- **Getta Clue** (DOCO/405 K Street Suite 100) is offering a \$10 gift card with any purchase of \$100 or more plus a free swag/goodie bag to the first 20 shoppers (while supplies last);
- **MidiCi Sacramento** (728 K Street) – is offering 10 percent off entire bill, no exclusions;
- **Tequila Museo Mayahuel** (1200 K Street) is offering a slice of Pastel de Mango, a cake with layers of luscious fresh Mango mousse, for just \$5.



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Midtown Sacramento

- **Midtown Welcome Station at the Midtown Farmers Market** (on 20th between J & K Streets) is offering complimentary #ShopSmall tote bags starting at 9 a.m. (while supplies last) plus Matty the Giant Elf will be on-site from 10 a.m. to noon, and locally grown and farm-fresh edibles for the holiday table are available along with talented local artisans who have plenty of hand-crafted specialty goods available for purchase;
- **B Street Theatre** (2700 Capitol Avenue) presents the holiday production of 'On An Open Fire' at 5 p.m. and 9 p.m. and guests can score 20 percent off tickets with The Sofia Savings Account;
- **Big Brother Comics** (920 20th St) is offering 20-25 percent off most purchases, some exclusions apply;
- **Capital City Beads** (2504 J Street) is offering a storewide sale along with make-and-take projects;
- **Fleet Feet Sacramento** (2311 J Street) is offering guests who spend \$200 or more to choose between a \$25 Fleet Feet gift card or a Fleet Feet coffee tumbler plus a bag of Pachamama coffee as a gift with purchase (valid Friday through Sunday). Also, each shopper will receive a scratch-off with a mystery value ranging from \$5, \$10, \$25, \$50 to \$100 off their purchase that weekend;
- **Ginger Elizabeth** (1801 L Street) is featuring a special Pumpkin Dessert Affogato: Hearty Fork Farm Pumpkin Ice Cream Flooded with European Sipping Chocolate topped with fresh whipped cream, and finished with Pumpkin Seed Granola;
- **Hawks Public House** (1525 Alhambra) is offering a complimentary \$15 gift card for each \$100 gift card purchased by non-dining guests. For each \$100 purchased in gift cards by those dining, guests will receive a complimentary \$20 gift card;
- **Identity Boutique** (2600 J Street) is offering a \$10 gift card with any purchase of \$50 or more and a pair of free holiday socks or leggings for the first 20 shoppers (while supplies last);
- **Kulture** (2331 K Street) is offering a free Kulture t-shirt with every \$50 purchase (while supplies last)
- **Little Relics** (1111 24th Street) is offering 25 percent off house made jewelry and giveaways with purchase of \$100 or more;
- **Mike's Camera** (2200 J Street) is offering DSLR 2 Lens Kits starting at \$399 and will include a free vendor workshop voucher. Plus, all cameras purchased will include the Perfect Picture Pak valued at \$289;
- **Moppet Shoppe** (2524 J Street) is offering 25 percent off holiday dresses, sleepwear, outfits, holiday books, as well as a raffle \$100 gift card at end of the day;
- **Nekter Juice Bar** (1050 20th Street) is offering \$1 off seasonal menu;
- **PeraDice Cards & Gifts** (918 24th Street) is offering a special gift with every purchase;
- **Pomegranate Boutique** (920 24th Street) is offering 20 percent off storewide;
- **Propagate** (1700 I Street) is offering 10 percent off all purchases;
- **PURPOSE** (920 24th Street) is offering 20 percent off storewide;
- **Relles Florist** (2400 J Street) is offering free 2020 calendars (no purchase necessary, while supplies last);
- **The Rind (1801 L Street)** is offering Happy Hour specials from 3 to 6 p.m.;
- **RIRE Boutique** (2522 J Street) is offering complimentary mimosas for shoppers ages 21 and over;
- **Sutter's Fort State Historic Park** (2701 L Street) Friends of Sutter's Fort is offering a 20 percent discount on purchases at the on-site Gift & Trade Store;



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- **TRUE a WEAVEWorks Boutique** (1900 K Street) is offering complimentary cider & cookies from 11 a.m. to 1 p.m. and 50 percent off storewide;
- **University of Beer** (1510 16th Street) is offering a free doggie food bowl with the purchase of any regular adult meal from 11 a.m. to 5 p.m.);
- **Veg Café & Thai Basil** (2431 J Street) is offering complimentary Thai Iced Tea or Thai Iced Coffee with every purchase of \$15 or more;

Old Sacramento Waterfront

- **Danny's Mini Donuts** (900 Second Street) is offering a buy one, get one free donut special all day;
- **The Firehouse** (1112 Second Street) is offering a 20 percent discount (food only) during dinner service for guests who mention the special (not valid with any other offers or for special events);
- **Macy's Theatre of Lights** (K Street between Front & Second Streets) is featuring festive, fun and free performances that evening that start at 6 & 7:30 p.m.;
- **Milk House Shakes** (1100 Front Street) is offering guests an opportunity to buy any presidential sized beverage and get a second presidential sized drink at half off;
- **Stage Nine Family of Fine Stores** (102 K Street) is offering scratch-offs with valuable discounts from 10 to 26 percent off (while supplies last) at all five retail shops to kick-off and celebrate the holiday season;

R Street Corridor

- **All Good, Never Better** (1715 R Street) is offering 30 percent off storewide;
- **Arareity Jewelers** (1021 R Street) is offering 20 percent off storewide (excluding consignment items);
- **ARTHOUSE** (1021 R Street) is offering special raffle prizes;
- **Button Up Boutique** (1710 R Street, Suite 100) is offering 25 percent off one special occasion dress;
- **Camellia Coffee Roasters** (1104 R Street, Suite 150) is offering \$1 off sandwiches;
- **CASA de ESPAÑOL** (1101 R Street) is offering a free Casa tote bag with a \$20 purchase, free Mexican hot chocolate and snacks and \$5 deals on merchandise;
- **Healthy Hounds Kitchen** (1715 R Street, Suite 110) is offering 15 percent off storewide;
- **Kechmara Designs** (1104 R Street, Suite 120) is offering 20 percent off storewide;
- **Magpie Alchemy** (1104 R Street, Suite 120) is offering 10 to 20 percent off selected items storewide;
- **MediumRare Records** (1104 R St #140) is offering 15 percent off all used vinyl;
- **Old Gold** (1104 R Street, Suite 110) is offering 20 percent off vintage items;
- **River City Marketplace** (1021 R Street) is offering a free seven-ounce candle from Peace, Love and Soy Wax on guests who spent \$30 or more plus special discounts on select brands;
- **Rumpelstiltskin Yarn Store** (1021 R Street) is offering a special trunk show with Sue of Invictus Yarns and local knitwear designer Fredi Baker debuting a new shawl pattern. Plus, treats, raffle prizes and other surprises will be available for guests;
- **Sparrow Gallery** (1021 R Street, First Floor) is offering 20 percent off artwork from 10 a.m. to noon and 10 percent off artwork from noon to 6 p.m.;
- **Tea Cozy** (1021 R Street) is offering a free gift with purchase.



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For more information about that national Small Business Saturday effort, please visit www.americanexpress.com/us/small-business/shop-small/; for more about the free metered parking provided by the City of Sacramento, please visit www.sacpark.org; for a schedule and map of SacRT's shopping shuttle route, please visit www.sacrt.com. For more about Downtown Sacramento, please visit www.GoDowntownSac.com; for DOCO, please visit www.docosacramento.com; Midtown Sacramento, please visit www.exploremidtown.org, for Old Sacramento Waterfront, please visit www.oldsacramento.com; and for R Street, please visit www.RStreetCorridor.com.

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