PRESS RELEASE

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City centre gears up for Small Business Saturday

As previously announced, Gibraltar will be staging its first ever Small Business Saturday on the 7th December 2013 with the aim to boost commercial activity on the Rock.

It will take place along Main Street and adjacent areas and stretch all the way down to the Piazza, the Convent and also include Cornwall's Centre and Chatham Counterguard.

The event, under the auspices of the Ministry for Tourism, Commercial Affairs, Public Transport and the Port is part of a concerted drive to stimulate local trade and economic activity, which will include a programme of entertainment events for all the family in conjunction with the Ministry for Culture. The event is also supported by the Business Support Unit, the Gibraltar Federation of Small Businesses and the Gibraltar Chamber of Commerce.

The Small Business Saturday has been timed to coincide with the ever popular Classic Car Rally which will guarantee a healthy affluence of members of the public on the day.

The cultural extravaganza will include fair attractions, arts & crafts and fun activities for children. The stalls will be offering a diverse range of goods including jewellery and handicrafts, plus many bargains and interesting shopping opportunities. Musical and dance entertainment will also be provided throughout the day.

The Minister, the Hon Neil Costa MP, said that this initiative is an excellent way to encourage an early start to Christmas shopping. Mr Costa said: "We are always looking at ways of enhancing Gibraltar's well-established shopping experience and underlining our firm commitment in that respect by providing trading opportunities for local small businesses through an initiative like this, which will encourage the public to spend in local shops."

The programme of events is attached for publication.