



**HM GOVERNMENT OF GIBRALTAR**  
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## **PRESS RELEASE**

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### **Gibraltar gears up for Small Business Saturday**

As previously announced, Gibraltar will be staging a 'Small Business Saturday' on Saturday the 6<sup>th</sup> of December. It will form part of the 'Christmas Spectacular' programme of events.

The aim of this event is to boost commercial activity on the Rock. It will take place along Main Street and its adjacent areas and stretch all the way down to the Piazza, the Convent and also include Cornwall's Centre and Chatham Counterguard.

The event, which has been organised by the Ministry of Tourism, Commercial Affairs, Public Transport and the Port in conjunction with the Ministry of Culture 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. The event is supported by Gibraltar Cultural Services, Business Support Unit, the Gibraltar Federation of Small Businesses and the Gibraltar Chamber of Commerce.

The ever popular Classic Car Rally will also feature at Casemates on the day and will certainly attract members of the public. The cultural extravaganza will include free fair attractions at John Mackintosh Square, arts & crafts and fun activities for children. Musical and dance entertainment will also be provided throughout the day.

The Minister for Tourism, Commercial Affairs, Public Transport and the Port, the Hon Neil Costa MP, said: "After the success of last year's 'Small Business Saturday' it gives me great pleasure to announce its return this year. We are always working on different ways of promoting business in Gibraltar and with these events we are not only doing this but also providing fun activities and entertainment for the whole family to enjoy."

The programme of events is attached for publication.

A Small Business Saturday Facebook page has also been set up where businesses can advertise their discounts for the day.