



FOR IMMEDIATE RELEASE November 1, 2018
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Shop Small Saturday in Elgin

Elgin, Texas (November 1, 2018) – Join the search for Priscilla the pig mascot for the Elgin Hogeye Festival at participating businesses on Saturday, November 24. As you find Priscilla enter to win Downtown Dollar Gift Certificates and enjoy refreshments, store specials and holiday sales. As you're making your holiday shopping list or sharing your holiday wishes with friends and family – consider what a difference you can make by shopping in Elgin. Small businesses are the engine of our economy. They drive innovation and local employment, and they are integral to what makes this a great place to live. Shop Small November 24 in Elgin and then keep choosing to Shop Elgin First and Dine Elgin First all year long!

You live in a great small town – and it's filled with amazing locally owned businesses! This Thanksgiving – take advantage of Shop Small Saturday and get to know these locally owned businesses even better. From a custom shaped hat, to accessories, clothing, home décor, and delicious food, you may be surprised at the depth of knowledge these local business owners have and the high quality customer service they provide. The Elgin Chamber of Commerce, the Elgin Main Street Board, and the Economic Development Corporation are joining forces with American Express to celebrate Shop Small Saturday on November 24. Created to recognize the impact that independent and locally owned businesses have on the economy, Shop Small Saturday is a national movement to encourage local shopping.

About Elgin, Texas

Located 30 minutes east of Austin at the gateway to Central Texas, Elgin is an affordable, business-friendly community with historic roots and progressive leadership. Long known for its famous hot sausage, Elgin has a budding farm-to-table industry where food is grown and processed locally. Elgin also offers great opportunities for businesses seeking a talented workforce, a revitalized downtown district, and locations near highways and rail for accessibility and distribution throughout Central Texas and beyond. For more information, visit elginedc.com or www.elgintx.com