



MEDIA ADVISORY: **For Immediate Release**

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ViBe Creative District businesses to celebrate Small Business Saturday with a pop-up market, flash sales and scavenger hunt prize worth \$800+

(Virginia Beach, VA) November 14, 2017-- The ViBe Creative District nonprofit announced today that the public is welcome to participate in district-wide Small Business Saturday celebrations on Saturday, November 25th. Small Business Saturday is a national movement to encourage holiday shopping at local small businesses the Saturday after Thanksgiving. Locally, the events are coordinated by ViBe's resident think-tank collaborative coworking space 1701 – the Small Business Saturday neighborhood champion. As the neighborhood champion, 1701 organizes the main pop-up event and signs up neighboring businesses to participate in joint promotions.

"We are so grateful to 1701 for taking the lead on Small Business Saturday in the ViBe Creative District," said Kate Pittman, Executive Director of the ViBe Creative District nonprofit. "Our business partners learn and benefit from collaborating year-round and this event is an excellent example of how we all benefit from joint promotions. The district consists of almost exclusively small, locally owned business who feature unique and handmade gifts –from whole bean coffees or local distillery spirits to branded merchandise, local artwork, fashion and dining gift certificates—all of which make perfect gifts for friends and family during the holidays."

1701 is a neighborhood leader in collaborations between small businesses operating within their facility and around the district. Small Business Saturday provides the co-working space an

opportunity to invite the public into their space and to meet some of their business members and artists.

“Collaboration is the foundation of our success as a coworking space,” said Lisa DeNoia, co-owner of 1701. “Small Business Saturday presents a way for us to give back to the community and do something in partnership with our neighbors and local vendors. We’re very excited and can’t wait to welcome the public into our space and our neighborhood on November 25th.”

THE VIBE DISTRICT

YOU'LL ♥ OUR
COMMUNITY OF CREATIVE BUSINESSES

SMALL BUSINESS SATURDAY® | NOV 25



Over 20 small businesses will participate in a pop-up vendor market located inside 1701 which acts as the headquarters for ViBe District small business Saturday efforts. Additionally, brick and mortar stores throughout the district will offer specials and sales in honor of the holiday. Visitors to the event are encouraged to start their day at 1701 to visit the pop-up vendor market and collect their ViBe District scavenger hunt. After visiting several businesses throughout the neighborhood, visitors can return their scavenger hunt form to be entered into a grand prize drawing worth over \$800 in merchandise.

16 ViBe Creative District Businesses are participating in Small Business Saturday

- 1701
- 17th Street Marketplace
- Bad Ass Coffee
- Superior Pawn
- Chesapeake Bay Distillery
- Esoteric
- Fabr 
- Fathom Coffee
- French Twist Boutique
- Ohana Atlantic Realty
- The Best Body Co
- The Stockpot
- Three Ships Coffee
- Virginia MOCA
- WRV
- Zero's Subs
- Oceanfront

GRAND PRIZE for Scavenger Hunt participation

Gift Certificates for coffee and dinner, jewelry, artwork, a haircut, mother/daughter aprons, tickets to a Masquerade Ball, and a bath & body gift set are all included in the ViBe District #ShopSmall

Scavenger Hunt prize pack. To enter, participants can collect a scavenger hunt entry form from 1701 located at the corner of Baltic Avenue and 17th Street. Each participant must visit at least 12 participating businesses and answer a question correctly before returning the completed form to 1701 by 4pm on November 25, 2017.

See graphic for complete listing of prizes.

SMALL BUSINESS | NOV
SATURDAY® | 25

Complete the ViBe District #ShopSmall Scavenger Hunt
to be entered to win this amazing prize pack!

- \$25 gift certificate to 17th Street Market
- \$35 gift certificate to Fabrè Boutique
- \$25 gift certificate to French Twist Boutique
- matted 4x4" piece from Emily Lewin Creative
- gift certificate good for a haircut at Best Body
- jar of Fathom coffee beans
- mother/daughter aprons from SewBerryKnit
- pencil case and book from Purple Inked
- preview show tickets for FFX Theater
- 2 tickets to the CHKD Masquerade Ball on December 2 from Ohana Atlantic Realty
- \$10 gift certificate to Melvacious
- \$25 gift certificate to Zero's Subs
- \$25 gift card to Bad Ass Coffee
- gift certificate to Beautycounter
- 7 trips to the range at Superior Pawn's Little Creek location
- Premier Designs bracelet
- Tervis tumbler and tee shirt from Chesapeake Bay Distillery
- free skate or 3 day surf camp at WRV
- seaglass pendant from Anita's Seaglass
- bath & body gift set from SeaSpary Naturals



Parking

Parking is generously donated by 1701 and Jerry Davis Ad Agency, both located on Baltic Avenue. There are limited free public parking street spaces also located on Baltic Ave. The majority of private businesses provide free on-site parking as well.

About ViBe Creative District

The ViBe Creative District non-profit is a 501c3 that exists to promote, support, connect, and inspire the creative industries to boost our local economy, grow jobs, and enhance our quality of life. It works to create and revive economic vibrancy in our neighborhood with a remarkable local vibe.

Additionally, ViBe strives to enhance a place of discovery for locals and visitors along with economic vitality to meet the City of Virginia Beach's vision for a quality resort destination. For more information on please visit www.ViBeCreativeDistrict.org, email info@ViBeCreativeDistrict.org call 757-202-9533

or follow ViBe Creative District on Facebook at www.facebook.com/ViBeCreativeDistrict and Instagram at www.instagram.com/thevibecreativedistrict/

About 1701 – Our neighborhood champion!

1701 is the first coworking space in Virginia Beach. Located in the ViBe District, the building is home to individual freelancers, startups, artists, and remote employees from Fortune 100 companies who used to work from home, coffee shops, libraries, and parking lots. 1701 is the ViBe Creative District Small Business Saturday Neighborhood Champion which helps to rally participation, cross promotion and a neighborhood scavenger hunt to promote walkability between businesses throughout the district. For more information on 1701 please visit www.1701vb.com/ call 757-296-2596 or follow 1701 on facebook at <https://www.facebook.com/1701vb/> or Instagram at <https://www.instagram.com/1701vb/>

About American Express Small Business Saturday Campaign

Small Business Saturday is a holiday shopping tradition that happens every year on the Saturday after Thanksgiving. Founded by American Express in 2010, this nationwide movement helps bring attention to the importance of supporting small businesses in communities across America. Just one year after the launch, local officials across the nation took notice and promoted the day. In 2011, the Senate unanimously passed a resolution in support of [Small Business Saturday](#). By 2012, officials in all 50 states participated. It even endorsed by the President of the United States. In 2016, 112 Million people shopped on Small Business Saturday.

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