

FOR IMMEDIATE RELEASE



**WOMEN FOR
ECONOMIC AND
LEADERSHIP
DEVELOPMENT**



Local Women's Organizations Join Forces to Drive Business to Small Business on the Second Annual Small Business Saturday

Aims to Unite and Inspire Consumers to Shop Women Owned Businesses on November 26

Columbus, OH – Women for Economic and Leadership Development (WELD), The Women's Book (TWB), the Columbus chapter of the National Association of Women Business Owners (NAWBO Columbus) and Dames Bond today announced a collaboration to promote the second annual [Small Business Saturday](#) on November 26, 2011. Small Business Saturday is a day for dedicating a portion of holiday shopping to local, independently-owned small businesses.

Recognizing the importance of small businesses to growing a vibrant local economy, the three organizations and a women-focused publication which all promote women's economic, business and leadership development in Central Ohio, are encouraging their members and readers to make a special effort to patronize women-owned small businesses on this day. Shoppers can find a directory of women-owned businesses at www.thewomensbook.com and www.damesbond.com. Links to the sites can also be found at www.weldoh.org and www.nawbocolumbusohio.com.

"Small businesses have generated 64 percent of net new jobs over the past 15 years and employ just over half of all private sector employees; women business owners play a key role in this sector. We encourage everyone to support Small Business Saturday", said Carol Clark, President of WELD.

"As a woman-owned publishing company, one of our goals is to showcase women-owned businesses," said TaKeysha Cheney, Founder and Publisher of TWB. "While women are starting businesses at twice the rate of men, majority woman-owned firms are only collectively generating 4% of all revenues. We are excited about working with others to help drive more customers to these businesses on Small Business Saturday and throughout the year."

Jeanne Gokcen, President of NAWBO Columbus, agrees, "Women-owned businesses generate nearly \$3 trillion nationally and create or maintain 23 million jobs. Many of these businesses are smaller enterprises, yet they are a critical component in driving our economy. It's important that we all support those businesses that are significantly contributing to rejuvenating the U.S. economy and employing so many Americans."

"According to the Center for Women's Business Research, if women-owned businesses were their own country, they would have the 5th largest Gross Domestic Product (GDP) in the world, said Mary B. Relotto, CEO and Founder of Dames Bond. "We strive to partner and collaborate with other female-focused organizations whose priorities are to help women stay in business, thereby supporting the local economy. This collaboration during Small Business Saturday is a sure indication that Columbus is leading the advancement of women in business. When Dames bond, Dames thrive!"

American Express, the founding sponsor of Small Business Saturday, created the national program in 2010 in response to small business owners' most pressing need: more demand for their products and services. The second event will build on last year's inaugural program that drove millions of dollars to main street merchants.

About WELD

WELD provides women with specific tools and skills to enhance their individual economic status. Our efforts help mobilize women to become more active participants in the leadership of area businesses, civic organizations and government. Our mission is to increase the number of women in business and government leadership in central Ohio. We build programs, events, and a community to support leadership development and business growth.

www.weldoh.org

About The Women's Book

The Women's Book is a woman-owned publishing company that keeps readers connected to what's happening for women.

www.thewomensbook.com

About National Association of Women Business Owners Columbus

The National Association of Women Business Owners, Columbus, Ohio Chapter, is a Central Ohio organization representing the interests of all women entrepreneurs in all industries. As part of a national organization with 66 chapters in the U.S., 8000 members, and a global reach through affiliate organizations extending to 60 countries, NAWBO Columbus helps women entrepreneurs clear their paths to business success through strategic alliances and exclusive business resources.

www.nawbocolumbusohio.com

About Dames Bond

Dames Bond is a multi-city professional organization for women whose purpose is to connect women in business to consumers and resources. Dames Bond was recognized by Forbes and ForbesWOMAN as one of the "top 10 career sites for women" and one of the "top 100 sites for women in business" for featuring Expert Articles, written by women, and having an extensive business directory of female services and businesses.

www.damesbond.com

About Small Business Saturday

November 26th marks the second annual Small Business Saturday, a day to support the local businesses that create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday (SBS) was created in 2010 by American Express in response to small business owners' most pressing need: creating more demand for their products and services. 1.5 million Facebook users, 130 public and private organizations, and 41 elected officials declared their support for SBS last year.

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