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RELEASE**

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## City Encourages Community to #ShopSmall at The Market at WinterFest on Small Business Saturday

**EL PASO, Texas**—The City of El Paso invites residents to celebrate National Small Business Saturday on November 30, 2024, by shopping local and supporting community vendors at The Market at WinterFest.

Observed annually on the Saturday after Thanksgiving, Small Business Saturday highlights the importance of supporting local businesses during the holiday season. Since its inception in 2010, the day has grown into a nationwide movement promoting local economies and entrepreneurs.

This year, The Market at WinterFest will feature a vibrant lineup of local artisans, cottage food vendors, and live entertainment. Located on Main Street between Santa Fe and El Paso Streets, the market will be open from 5 to 10 p.m.

Shoppers can explore a variety of handmade gifts, original arts and crafts, regionally grown agricultural products, and unique culinary treats—all perfect for holiday giving.

The Market, established in 2011 by the City's Museums and Cultural Affairs Department (MCAD), provides a platform for local entrepreneurs to showcase their talent and creativity while fostering a sense of community.

Residents are encouraged to show their support by tagging @TheMarketEP and using the hashtag #ShopSmall on social media.

The City's beloved WinterFest will continue through January 5, 2025, offering a festive array of attractions, entertainment, and activities for the whole family. For more details on WinterFest, visit the official [WinterFest website](#).

For additional information about The Market at WinterFest, visit the [MCAD website](#).

Let's celebrate Small Business Saturday by shopping local and making this holiday season memorable for our community and its talented entrepreneurs.

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Promoting **Transparent & Consistent Communication**  
Among All Members of the Community

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