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**Kick Off the South End Holiday Season as Shop Small Saturday, presented by Lowe’s, Returns for an Eleventh Year**

Discover holiday cheer around every corner in South End this November and December. Shop Small Saturday will kickstart the South End holiday season starting on Nov. 25. The shopping extravaganza is presented by Lowe’s and produced by Charlotte Center City Partners and Esther & Elsa Retail.

During Shop Small Saturday, shoppers can take advantage of open-air pop-up markets, holiday programming, and some of Charlotte’s best local brick-and-mortar retail. The shopping-centric event has become a beloved holiday tradition, offering people a way to check off their gift lists while supporting local businesses. Once again, shoppers can receive a free South End tote bag by making purchases and collecting stickers at participating retailers to fill out their Shop Small Hero Card.

“Shop Small Saturday creates a friendly and welcoming environment for everyone,” said Allison Mills, the South End project manager at Charlotte Center City Partners and one of the producers of Shop Small Saturday. “The holidays are a time to spend with loved ones and Shop Small helped design the space for that in South End. This season is a great time to bring family and friends to the area and experience how much fun the neighborhood is.”

South End will keep the holiday spirit going through Dec. 31with additional festive programming, seasonal food and beverage releases, and retail shopping with the local brick and mortar stores. For three select weeks throughout December, participating venues will be given limited edition South End stickers for shoppers to collect with each purchase.

You can learn more information and stay up to date with Shop Small Saturday and the South End holiday season by visiting [www.southendclt.org](http://www.southendclt.org) and by following @southendclt on Instagram and Facebook.

**ABOUT CHARLOTTE CENTER CITY PARTNERS**

Charlotte Center City Partners boldly envisions and activates strategies and actions that will assure Charlotte Center City is a welcoming and equitable, economically vibrant, culturally rich and beloved place for all. For complete information about Charlotte Center City Partners, visit [www.charlottecentercity.org](http://www.charlottecentercity.org).