Our Town America of Charlotte Urges ‘Shop Small’ on FOX



FOX Good Day Charlotte (November 2015) – This year for Small Business Saturday, the shopping holiday held the Saturday after Thanksgiving encouraging shoppers to patronize small and local businesses, Jane and Tom McElhaney of Our Town America of Charlotte will head out to thank small business owners for everything they do for our community.

According to data from the Charlotte Chamber of Commerce, small businesses represent 98% of all employers in North Carolina and employ nearly half (47.3%) of the private sector workforce.

As Our Town America franchisees, Jane and Tom are small business owners themselves and truly understand the hard work that goes into building a strong business the community can rely on.

The McElhaney’s support small businesses 365 days per year, as the Our Town America business model is focused on helping local business owners create a sense of community at their stores by welcoming new movers to town with free one-time gifts.

To show their appreciation for local Charlotte-area businesses, the McElhaney’s created the “Charlotte Small Business Support Squad”. They plan to travel in their Our Town America-branded car all over Charlotte to surprise partnered local business owners with a Community Service Award and gift certificates for a free

massage at Massage Envy and a free dinner at the Charlotte favorite, Mickey and Mooch restaurant.

While they would love to recognize every hard working small business owner, this year they will start by first recognizing Indian Trail Hardware, Baxter Veterinary Clinic, and their local Sport Clips.

Charlotte-area businesses looking to team up with Our Town America of Charlotte can contact Jane and Tom at 704-341-4982 or complete an online Contact Charlotte Form.

Small businesses in any U.S. market can reach out to Our Town America's corporate team to get in touch with their local representative. Call by phone at 800-497-8360 or complete a Contact Form.

Watch the clip below of Jane McElhaney on FOX Good Day Charlotte for full story.