



U.S. Small Business
Administration

MEDIA ADVISORY

Colorado District Office

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SBA to kick-off Small Business Saturday festivities by touring Denver’s Harambee Holiday Market

-Event Kick-off to be held Friday, Nov. 22 at noon in Denver’s Five Points community-

DENVER – On Friday, Nov. 22, [U.S. Small Business Administration](#) (SBA) Regional Administrator Aikta Marcoulier will kick-off Small Business Saturday festivities by visiting several small businesses participating in the 2024 Harambee Holiday Market, to be held at the Posner Center for International Development building, 1031 33rd Street in Denver. Joining Marcoulier will be SBA Colorado District Director Frances Padilla and AYA Foundation CEO Benilda “Benny” Samuels. The Harambee Holiday Market was created by the [AYA Foundation](#) and will highlight more than 20 black-owned retail and food related small businesses from the local area.

The pre-Small Business Saturday market will run for two days: Friday, November 22 from 12 Noon to 7pm MT and Saturday, November 23 from 10:30am to 8pm MT. This event presents an opportunity to showcase the products of black business

owners, founders and entrepreneurs to small business Saturday and holiday shoppers.

Small Business Saturday, which falls on Nov. 30, highlights the critical importance of supporting our locally owned small businesses and restaurants. By choosing to shop small, we directly impact the local economy, help create jobs and foster the growth of our neighborhoods.

WHAT: SBA Regional Administrator Aikta Marcoulier
SBA District Director Frances Padilla
AYA Foundation CEO Benny Samuel

The group will kick off the event with a ribbon cutting ceremony that will include a short toast to the two day business extravaganza, and a traditional afro-indigenous blessing of the market. The group will then tour and meet with several locally owned small businesses to promote Small Business Saturday and Shop Small Season.

Media is invited to join the tour – and should arrive by 11:30 am the day of the event.

WHEN: Friday, November 22, 2024

WHERE: Posner Center for International Development located
1031 33rd Street, Denver, CO 80205

WHY: Small Business Saturday - Saturday, Nov. 30 – is an annual event that highlights the importance of supporting our locally-owned small businesses. Founded by American Express in 2010, and officially cosponsored by SBA since 2011, Small Business Saturday has become an important part of the holiday shopping season. To learn more about Small Business Saturday, visit www.sba.gov/saturday.

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About the U.S. Small Business Administration

The U.S. Small Business Administration makes the American dream of business ownership a reality. As the only go-to resource and voice for small businesses backed by the strength of the federal government, the SBA empowers entrepreneurs and small business owners with the resources and support they need to start, grow, or expand their businesses, or recover from a declared disaster. It delivers services through an extensive network of SBA field offices and partnerships with public and private organizations. To learn more, visit www.sba.gov.