



Small Business Saturday Nov. 27

Small Business Every Day

Colouring contest celebrates and supports small businesses

The Canadian Federation of Independent Business (CFIB) has launched a new contest that the organization states will “encourage Canadians to celebrate and support small business this holiday season”. Consumers, as well as business owners and staff, can enter until November 28 for a chance to win \$2,000 at SmallBusinessEveryDay.ca.

“This nostalgic Small Business Saturday colouring sheet creates a holiday tradition that brings families and friends together.

It’s a reminder of the joy small businesses bring to their communities during the holidays and an appreciation for the support Canadians gave to local businesses throughout the pandemic. Together, small businesses, their employees, their customers, and Canada’s media outlets can make these holidays a special time,” states a CFIB press release.

In addition to offering a chance to win one of 10 cash prizes of \$2,000, or five \$150 eBay gift cards, the CFIB says the contents is a chance show support for small business. There is a limit of one entry per person. The colouring sheet is available to download at cfib.ca/sbscolouring or find it in today’s newspaper.

According to CFIB, as of October 19, only 39 per cent of small businesses are making normal sales. The most recent CFIB “Small Business Recovery Dashboard” reports that 78 per cent of Canadian small businesses are fully open and 45 per cent a fully staffed. The report shows that 28 per cent of small business operators cannot find all the staff they need.



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