



News Release

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Office of Economic Development Supports Small Business Saturday

Events include “Debunking the Myths of Small Business” by author Michael Gerber on Wednesday

RIVERSIDE, Calif. – The City of Riverside’s Office of Economic Development is proud to support Shop Small Saturday with a series of events to help local small businesses prepare for the shopping event. When you shop at local businesses, the money generated is injected back into the community to help build parks, improve public safety and make Riverside an even greater place to live.

To kick off Shop Small Month, the Office of Economic Development will be hosting a free presentation, *Debunking the Myths of Small Business*, by author Michael Gerber, founder chairman and CEO of E-Myth Worldwide, in the City Council Chambers at City Hall on Wednesday, Nov. 5 at 5:30 p.m. RSVPs are required and can be made [here](#).

#TeamOED continues to support Small Business Saturday with a series of FREE workshops and Q&A chats at local coffee shops and bistros throughout the city throughout November. These sessions will offer a wide range of topics for local entrepreneurs to attain valuable guidance and advice such as growing your social media presence, developing a target market or learning more about potential customers through the free SizeUp tool. Plus, the coffee is on us!

Finally, on Saturday, Nov. 29th this month-long series of great conversations will culminate with Shop Small Saturday. Supporting a nationwide effort, consumers are encouraged to shop with local businesses that generate funding to local programs and services within our community.

A complete calendar of events is available at RiversideOED.com