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**Media Advisory: Shop Small Saturdays presented by Fifth Third Bank Returns to South End for the Holiday Shopping Season**

**WHAT**: Four Saturdays of holiday shopping fun

**WHEN**: Saturday Nov. 27, and Saturdays Dec. 5, 12, 19

**WHERE**:South End, various locations

**FULL EVENT DETAILS**: <https://southendclt.org/events/shop-small-saturdays> 

**CHARLOTTE – (Nov. 22, 2021) –**Find holiday cheer around every corner in South End this season, as Shop Small Saturdays presented by Fifth Third Bank returns with four consecutive Saturdays of festivities.

Beginning Saturday, Nov. 27, shoppers can take advantage of open-air pop-up markets, holiday programming, and some of Charlotte’s best local brick-and-mortar retail. Shop Small Saturdays has become a beloved holiday tradition, offering people a way to check off their gift lists while supporting local businesses. A complete rundown of [the events planned for this year’s event can be found here](https://southendclt.org/events/shop-small-saturdays). Once again, shoppers can receive a free South End tote bag by making purchases and collecting stickers at participating retailers to fill out their [Small Business Hero Card](https://southendclt.org/events/shop-small-saturdays/shop-small-hero).

**Members of the media are invited to cover the kickoff of Shop Small Saturdays on Saturday, Nov. 27. Interviews with organizers, sponsors, and retailers are available beginning with a media availability at 10:00 a.m. in front of the Fifth Third Bank branch at 1800 Camden Road.**Members of the media interested in attending can coordinate with Adam Rhew ([arhew@charlottecentercity.org](mailto:arhew@charlottecentercity.org)).