



THE WHITE HOUSE
WASHINGTON

November 21, 2016

In bustling cities and small towns across our country, small businesses—from cozy coffee shops to local hardware stores—drive growth and power our economy. These vital enterprises remind us that comfort and prosperity never lie too far from our doorstep and inspire our people to dream big, take entrepreneurial risks, and make of their lives what they will. On Small Business Saturday, we pay tribute to the ways local businesses give life to our hometowns and communities, and we recommit to building an economy where they have the resources they need to thrive.

Over the past 8 years, my Administration has helped entrepreneurs get their ventures off the ground and enabled businesses to stand strong in our changing global economy. We have enacted 18 tax cuts for small businesses, approved hundreds of thousands of loans for growing firms, and provided more Federal contracts to small businesses than ever before. And through the Affordable Care Act, we made a tax credit of up to 50 percent available for certain small businesses to help offset the cost of health insurance. These accomplishments have been vital to the success of our small businesses and the growth of our Nation.

The fact is, small businesses represent what is best about our country. They not only employ millions of workers, but they also provide opportunity to those who might have historically gone without it, including women, minorities, and immigrants. Small Business Saturday is a celebration of this diversity and the ways each of us—no matter who we are or where we come from—can help write America's narrative and chart our country's course.

The promise of a better tomorrow and the willingness to join with others in reaching for it lies at the heart of the American instinct. On November 26, and throughout the year, I encourage Americans to shop small and help others make real the dreams that inspire their businesses.

A handwritten signature in black ink, appearing to be "Barack Obama", with a long horizontal line extending to the right.