



**FOR IMMEDIATE RELEASE**

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**San Francisco Small Businesses to Display and Sell Holiday Gifts at the Small Business Commission's 2<sup>nd</sup> Annual Shop Outside the Box Holiday Celebration in Union Square Event Will Feature "Most Innovative Small Business Entrepreneur of the Year" Award**

San Francisco – Nominees for the second annual "Most Innovative Small Business Entrepreneur of the Year" award are preparing to display their unique and clever holiday gifts at the San Francisco Small Business Commission's (SBC) second annual *Shop Outside the Box* celebration. The event, which takes place Saturday, December 11<sup>th</sup> from 10 a.m. to 4 p.m. in San Francisco's Union Square will feature products made by small businesses from throughout the City.

"Small businesses in San Francisco account for the majority of all private sector businesses in the City and generate more than 50 percent of the City's employment opportunities," said SBC president David Sahagun. "*Shop Outside the Box* not only celebrates the contributions of small businesses but also exposes San Francisco residents and visitors to the many creative products manufactured and sold right here in our great City. More than 35 small business entrepreneurs will be displaying and selling everything from handmade glassware to handbags, music to jewelry, wraps and scarves, hats, baby items and more."

The "Most Innovative Small Business Entrepreneur of the Year" award will be presented by Mayor Gavin Newsom during the December 11<sup>th</sup> *Shop Outside the Box* celebration at Union Square from 10 a.m. to 4 p.m.

*Shop Outside the Box* supports buying local first as a way of keeping the City's economy strong and its unique flavor alive and thriving. The December 11<sup>th</sup> celebration is the first of the Small Business Commission's "Celebrating Small Business" events and marks the launch of the enhanced Small Business Commission Web site – [www.sfgov.org/sbc](http://www.sfgov.org/sbc) – which provides small businesses access to support services including funding, public policy, marketing, among others.

Listed below is a brief summary of small businesses participating in the *Shop Outside the Box* celebration. Participants from last year's event are marked with an asterisk (\*).

**Baby Blossoms\***

**JAX HATZ**

**China Doll**

**Fyvebydora**

**Mimi Ze Frog\***

**Touch of Brasil**

**Everyday Studio**

**Kosmedix, Inc.**

**An Occasional Cookie**

**Carr's Creations**

**Perlman Guitars\***

**Lucha Libre**

**Spotbear Productions**

**Booty Boutique\***

**Destino Alfajores Cookies**

**Glaser Designs\***

**MARChE4th! Productions**

**Onley Make Believe\***

**Russfolkart**

**Stephanie B. Handbags**

**Tigresse Fashion**

**Alexander Creations**

**Fluidance**

**Ladybug Ladybug\***

**Rebecca Overmann\***

**Ruby Artists Cooperative Gallery**

**Beatnik Bags**

**Broughton Woodwork\***

**The Clown Company**

**JAK Designs**

**Studio Dinor\***

**Casalina Specialty Glass\***

**Terry Ow-Wing Designs**

**Vasquez Coffee Company**

**Woodshanti**

**Alexandria Designs**

### **About the Small Business Commission**

The San Francisco Small Business Commission (SBC) was established in 1999 by the Mayor and the Board of Supervisors with the purpose of developing a cooperative and supportive relationship between the small business community and the City and County of San Francisco. In November 2003, voters approved a ballot initiative creating a free-standing small-business commission written into the San Francisco Charter. This means that the commission has its own staff and budget, and both the mayor and the Board of Supervisors appoints its members. Information about the SBC is available at [www.sfgov.org/sbc](http://www.sfgov.org/sbc).

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