

Fairfax City
Economic Development Office

10455 Armstrong Street, Fairfax, VA 22030



FOR IMMEDIATE RELEASE

November 8, 2019

Fairfax City Celebrates Small Business Saturday with a City-Wide Elf Hunt

Fairfax, VA – Fairfax City’s Office of Economic Development (EDO), the Economic Development Authority (EDA), and the Central Fairfax Chamber of Commerce (CFCC) are partnering once again on Small Business Saturday, November 30, 2019, to bring awareness to the Shop Small ® movement, now in its tenth year.

The partnership has been Neighborhood Champion with the Small Business Saturday coalition for three years running. As a neighborhood champion, the city, EDA, and CFCC organizes an event to rally our neighborhoods for Small Business Saturday to support and celebrate small businesses. Past events included riddles to locate city businesses, and a Fairfax City-inspired Monopoly game.

This year, the partnership is holding a two-week Fairfax City Elf Hunt, a location game lasting from November 30 through December 15. More than two dozen Fairfax City businesses will display Elves “hiding” in a public area of their business. Participants simply visit the participating business, find the elf, and have the business stamp their Elf Hunt Card confirming their “find.” Seekers need to find at least 10 of the elves, then send their Elf Hunt Card to the Fairfax City EDO at economicdevelopment@fairfaxva.gov to receive a Fairfax City car magnet and have their names entered into a raffle for a \$250 cash prize.

To receive an Elf Hunt Card, visit our welcome station between 10 am and noon Saturday, November 30 at Old Town Hall, 3999 University Drive. Pick up small treats, free Small Business Saturday branded swag, a Fairfax City branded pop-up shop and Elf Hunt Cards, complete with details about the game.

“As a Neighborhood Champion, our goal is to bring awareness to all the independent businesses in our city,” said Danette Nguyen, assistant director of economic development. “We have a number of great local businesses that provide valuable contributions to our economy and in recognizing their importance, we call on all to support them because when they thrive, we thrive.”

Jennifer Rose, executive director with the Central Fairfax Chamber of Commerce, added, “The CFCC is thrilled to once again partner with the City and the EDA on Small Business Saturday. The Elf Hunt is a fun, creative way to support local business throughout this great City! As we work to contribute to the economic growth and quality of life in our business community we see that strong business makes strong communities and strong communities make strong business.”

For more information about the Fairfax City Elf Hunt, visit fairfaxcityconnected.com/elfhunt.

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