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Skowhegan Announces Participation in Small Business Saturday and ShopSmall Week 2025 Local Sponsors Rally Behind Community to Boost Holiday Shopping Season

Skowhegan, Maine — Main Street Skowhegan is proud to announce that the community will once again participate in Small Business Saturday and ShopSmall Week, running Saturday, November 29 through Saturday, December 6, 2025. The week-long celebration encourages residents and visitors to support local businesses, explore unique shops, and keep holiday spending close to home.

Small Business Saturday has become a nationwide movement that highlights the essential role small businesses play in local economies. In Skowhegan, the initiative has grown into a full week of promotions, events, and community engagement designed to spotlight the town's diverse and hardworking business owners.

This year's ShopSmall celebration is made possible thanks to generous support from local sponsors: Franklin Savings Bank, The Hight Family of Dealerships, The Bankery and Skowhegan Fleuriste, and Renewal by Andersen. Their commitment helps ensure that Skowhegan's small business community continues to thrive during one of the busiest shopping seasons of the year.

"We're thrilled to bring our community together for another year of ShopSmall Week," said Patric Moore, Main Street Skowhegan's director of entrepreneurship. "Local businesses are the heart of our downtown, and this initiative gives residents a meaningful way to show their support."

Throughout the week, shoppers can look forward to special promotions, holiday offerings, and the return of the popular Passport to Savings program. Passports will be available at participating businesses beginning Friday, November 21, allowing shoppers to plan their routes, discover new local favorites, and enter to win prizes by supporting downtown merchants.

For more information, including a list of participating businesses and details about ShopSmall Week events, visit mainstreetskowhegan.org/small-business-saturday/.

ABOUT MAIN STREET SKOWHEGAN

Main Street Skowhegan (MSS) is a 501(c)(3) nonprofit dedicated to revitalizing downtown Skowhegan while fostering long-term economic growth for the region. MSS leads programs and initiatives that strengthen entrepreneurship, workforce development, outdoor recreation, and community engagement. By supporting innovation and small business growth, Main Street Skowhegan works to build a thriving rural economy in central Maine.