



November 16, 2016

## **Small Biz is Everybody's Biz: ADP Continues to Support the Dedication and Commitment of U.S. Small Business Owners**

ROSELAND, NJ -- (Marketwired) -- 11/16/16 -- Were it not for the dedication, passion and commitment of today's small business owners and their families, the warm feel of downtown areas would be lost forever. Small businesses also create a significant number of job opportunities and boost the economy of their communities.

People can honor that commitment and dedication by patronizing small businesses every day. But there's also a special day -- Small Business Saturday<sup>®</sup> -- that's been set aside to celebrate them by encouraging shoppers to support local independent businesses. Saturday, November 26, 2016, marks the seventh year in a row that shoppers can express their appreciation to the small businesses that keep the heart of downtown business districts beating.

ADP<sup>®</sup> is proud to again join founding partner American Express and organizations nationwide in encouraging consumers to support local communities by shopping at a small business on Small Business Saturday. Last year, an estimated 95 million\* people shopped at small businesses on Small Business Saturday.

"All too often, we take local shops in our communities for granted and only realize their value when one day we notice they've closed their doors," said John Ayala, president of ADP's Small Business Services division, which supports approximately 500,000 small business clients. "It takes long hours, tremendous commitment, and incredible tenacity to succeed as a small business owner. That's why ADP honors the men, women and families who do so much to make small businesses, our communities, and the economy grow."

Small business owners alone added more than 680,000 jobs to the U.S. economy so far this year, according to data from the [ADP Research Institute](#)<sup>®</sup>. In addition, the most recent report from the [Small Business Administration](#) published in June 2015 showed that small businesses with up to 49 employees contributed the most to job growth in 2014 by generating 39 percent of net new jobs. This compares to 34 percent by firms with 50-499 employees and 27 percent by firms with 500 or more workers.

### **About Small Business Saturday**

November 26, 2016, marks the seventh annual Small Business Saturday, a day dedicated to supporting the local businesses that can help create jobs, boost the economy and preserve neighborhoods around the country. Small Business Saturday was founded by American Express in 2010 in response to small business owners' most pressing need: more customers.

### **About ADP (NASDAQ: ADP)**

Powerful technology plus a human touch. Companies of all types and sizes around the world rely on ADP's cloud software and expert insights to help unlock the potential of their people. HR. Talent. Benefits. Payroll. Compliance. Working together to build a better workforce. For more information, visit [ADP.com](#).

*ADP, ADP Research Institute and the ADP logo are registered trademarks of ADP, LLC. ADP A more human resource. is a service mark of ADP, LLC. All other marks are the property of their respective owners.*

*Copyright © 2016 ADP, LLC. All rights reserved.*

*\*The statistic cited is an estimate based on consumer self-reported data from the Small Business Saturday Consumer Insights Survey commissioned by American Express and the National Federation of Independent Business (NFIB). The survey was conducted anonymously by independent marketing performance specialist Ebiquity, on November 29, 2015, among a nationally representative sample of 2,363 males and females 18 years of age or older. That sample was collected using an email invitation and an online survey, which has an overall margin of error of +/- 2.0 percent, at the 95 percent level of confidence*

### **ADP-Media**

#### **ADP-Media Contact:**

Kate Rankin  
ADP, LLC

201 452-1803

[Kate.rankin@adp.com](mailto:Kate.rankin@adp.com)

Source: ADP

News Provided by Acquire Media