

# Shop Small Festival 24 – 30 August

*Edinburgh retailers join forces to run 'Festival' to celebrate small business*

**A group of retailers in Edinburgh have come together to put on their very own 'Edinburgh Festival'. *Shop Small Festival* will run from 24 to 30 August across the city, with over 50 small businesses taking part to offer a stream of events, giveaways and promotions which celebrate independent retail.**

With Covid-19 putting a halt on this year's Festival Fringe, retailers feared missing out on up to a quarter of their annual income. It is hoped that the *Shop Small Festival* will not only help to reduce this deficit but bring communities together and encourage support of the local, [independent](#) stores that help to keep Edinburgh's streets alive.

The idea was the brainchild of Graham Savage from Edinburgh plant retailer, Grow Urban. In a bid to help [fellow retailers](#) through the adverse effects of COVID-19, he was keen to create an event which encourages the support of local small retail.

Graham said: "After speaking to other retailers and hearing first-hand how difficult things had been, I had to help. With news of the Edinburgh Fringe being cancelled, it felt

appropriate to organise our own festival; but one that would focus on small business and help bring the community together.”

He continued: “It’s been a difficult time for all and a very lonely time for some, so it’s important that we work together to reignite our community and celebrate our shops and our people! The retail sector in Edinburgh has so much to offer and I feel it’s time to shout about it and showcase it. We’re delighted to have so many amazing businesses signing up and we really hope the community will pledge their support. We need their help in this dark time and we’re looking forward to embracing this opportunity and creating a buzz!”

All types of retailers from jewellery makers, interior shops to coffee shops, clothing and gift shops are taking part. For a full list of exhibitors and for more information visit [www.shopsmallfestival.com](http://www.shopsmallfestival.com)

Photo shows Graham Savage of Grow Urban.