

# WHEN YOU SHOP SMALL® IT CAN LEAD TO BIG THINGS

THE SHOP SMALL MOVEMENT MAKES AN IMPACT ON NEIGHBORHOODS ACROSS THE COUNTRY.

A cycling enthusiast  
opens up a bike shop, turning a  
**DREAM INTO REALITY.**



**THE OWNER  
HIRES LOCALS**  
to help run the shop.

With extra help,  
the bike business  
begins to  
**TAKE OFF.**



More sales could mean  
more in local taxes, which  
would fund things like  
**BETTER ROADS  
AND PARKS...**

**...CREATING A  
NEIGHBORHOOD**

for cycling, which  
means better business  
for the local bike shop.

