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INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP OFFERS HOLIDAY GIFT GUIDE IN SUPPORT OF SMALL BUSINESSES

The Best Holiday Gifts Come In Small Business Packages!

NEWARK, NJ, December 15, 2021 — While Amazon, Target, Walmart and other powerhouse retailers seem to have a monopoly on deals, spiels and doorbuster steals during the holidays, small businesses really have a lot to offer. Unique products and services and outstanding customer care are only a few reasons to shop small and provide much-needed support to small enterprises. In light of the devastating effects rendered by COVID-19 and the prolonged pandemic, many small businesses are plagued by widespread supply chain disruptions, operational challenges and unforeseen financial difficulties. Those who have survived may not be in a strong financial position. Now, holiday spending is even more critical to survival.

As champions of small business, the [Institute For Entrepreneurial Leadership](https://www.weareifel.org) (IFEL), a non-profit business consulting organization advocating for inclusive economic success through entrepreneurship, has created a holiday gift guide of small businesses offering quality goods and services.

IFEL CEO Jill Johnson states, “By consciously choosing to shop small, you are saving small businesses, many of whom are not equipped to survive COVID-19 and are still struggling to stay afloat. Small businesses are the lifeblood of our communities. Doing our part to support them, especially during the holiday season, provides the biggest chance for survival and success.”

The IFEL Holiday Gift Guide is accessible at <https://www.weareifel.org/shopsmallbusiness>.

ABOUT THE INSTITUTE FOR ENTREPRENEURIAL LEADERSHIP

Founded in 2002, the [Institute for Entrepreneurial Leadership](https://www.weareifel.org) (IFEL) is an independent, not-for-profit organization that supports economic development through entrepreneurship. We are experts in creating and implementing small business programming in support of larger economic development objectives. Our mission is to eradicate the systemic barriers that prevent entrepreneurs of color from being able to access the knowledge, networks, and capital required for business success. Visit us at <https://www.weareifel.org>