

PINKFRIDAY

PRESS RELEASE & PR TIPS

Use these tips and tricks to leverage sales and
gain customers this holiday season!

BONUS: Pink Friday Press Release Template

SUPPORTSMALLFIRST

DO'S

1. PAY ATTENTION TO THE WORLD AROUND YOU!

If you want to be in it you have to be involved in it. Stay actively engaged with your prospective source before reaching out. Think of how you react when someone asks you to sponsor their event but they have never shopped with you before, liked one of your posts, or commented on any of your social networks. You scratch my back, I'll scratch yours!

- Newspaper- Skim your paper, know who writes what articles, and identify patterns on how they connect with local businesses. Find out how they feature other businesses and how people interact with them.
 - The Publisher- who is sharing your news? Share the news you want to be involved in with the person who shares that type of information. Who is writing it, anchors about it, and shares it?
 1. *Go to your newspaper's website.*
 2. *Build a relationship with the people that release the information you want to share.*
 3. *Look into community pages and business pages.*
- Local TV station- Look for special "local features" or events happening in our community coverage.
- Community Events- What is going on and how can my business be involved? Utilize your local chamber of commerce, retail alliance, or small business groups. Also, pay attention to what is important to your VIP customers (hint: that should be important to you too).
- Social Media Accounts- (For your local area, community, schools, county, or neighborhood) Accounts showing what is going on in your area. Engage with them, share their post, and they will share yours.
- FB Groups- share events.

2. REMEMBER: PEOPLE SUPPORT BUSINESSES THAT SUPPORT THEM

- EX: A business that gave to an event. Those attendees come to support you.
 - Give back:
 - Consider participating in a silent auction.
 - Make a donation or bid at an auction to raise money or awareness.
 - Utilize the chamber of commerce.
 - Celebrate with other businesses, and fellowship with them, they help spread the word about other places in town such as your business.
 - If you host events, collaborate with other businesses. This creates more buzz.
 - Newspapers/the press are much more willing to come out if it involves the whole community.
 - If you partner with multiple businesses your reach is far greater!

3. REMEMBER - PRESS AFTER THE FACT IS JUST AS IMPORTANT

- It will keep you in the minds of others for the next time they see it.
- Talking about the last time will make the viewer remember and want to interact again.
- News likes to cover regular events. People search for a recurring event.
 - Utilize backlinks. Your name helps your SEO rating. The more quality backlinks you have on your site, the more Google wants to show you to its viewers!

4. REMEMBER THIS WHEN PITCHING YOUR INFORMATION:

- Know what your story is and your angle
 - Make sure it is a quality story. Newspapers and TV get a lot of stories, so make sure your story matters and is worthy of their time and effort!
 - EX: Pink Friday, the angle is that America runs on small businesses. The press can run with this story and make it huge. Give your story legs to run!

DON'TS

1. DON'T ASSUME PEOPLE KNOW WHO YOU ARE! BE INVOLVED.

- Let people know... who you are, why you are here, and what your mission is in business!

2. DON'T FORGET TO FOLLOW UP!

- Sending one email or making one social media post might not get the job done. Remember to follow up with every ask, and reconfirm what you're asking for, and why!

3. DON'T ASSUME THE PRESS IS ONLY INTERESTED IN BRICK-AND-MORTAR LOCATIONS.

- Even if you are online, you are paying taxes and employing people in your community. Don't underestimate your value in your community!

TIP FOR WRITING YOUR PRESS RELEASE: (3 sample templates provided at the end of this doc)

- Should be no longer than a page if possible
- Include a catchy headline - shorter than an email subject line
 - First paragraph
 - Name of event
 - When/Why/Where/What
 - Second paragraph
 - Quote - something they will remember (often from someone who is involved with this event/effort).
 - Third paragraph
 - Details of the event/effort that didn't fit in the other paragraphs
 - Statistics
 - The ask - how to be involved
 - Links to solidify or validate the message
- When to send it:
 - Do your homework, think about whom you are sending it to, and when they are most likely able to read it and remember it.
 - Watch out for Monday mornings or weekend emails--these often get lost!

TIPS ON INTERVIEWS:

- Show the real you! Remember, people support people whom they can relate with!
 - The camera crew will take a lot of photos/videos but condense it down to less than 2 minutes!
 - The first half of the interview will be filler information and footage of your efforts/event.
 - The second half will explain the purpose of the event & why you are doing it. Think 15-sec blurb.
 - Questions:
 - Why are you doing this event/effort?
 - How will it impact the community?
 - How long have you been doing it?
 - Why is this important?

LOOK TO GET INVOLVED:

- <https://www.helpareporter.com/>
 - HARO connects journalists seeking expertise to include in their content with sources who have that expertise.
 - This is a way for you to share your knowledge with others and bring more attention to you and your business.

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FOR IMMEDIATE RELEASE

Date: [Month Day, Year]

Media Contact:

{BOUTIQUE NAME}

{YOUR NAME, TITLE}

{PHONE} {EMAIL}

{Website}

Pink Friday 2025: Nationwide Movement to Support Small Businesses Aims for Record 10,000 Participants

[City, State] , [Date] , The Boutique Hub is thrilled to announce the return of Pink Friday, the nationwide shopping event dedicated to celebrating and supporting small, local businesses. Taking place Friday, November 21, 2025, Pink Friday serves as a powerful reminder to shop small before the big-box frenzy of Black Friday — and this year, it's bigger than ever. We at [Your Business Name] are excited to be participating.

In 2024, over 5,000 retailers from all 50 states participated. For 2025, The Boutique Hub's goal is to rally 10,000 businesses, including a growing number from Canada, to join the movement and inspire shoppers across North America to invest in the vibrancy and diversity of their local communities.

A Celebration of the Businesses That Keep Main Streets Alive

For many small businesses, Pink Friday has become their largest sales day of the year — a day to celebrate the entrepreneurs who serve as the backbone of their communities and this country. These businesses employ local residents, give back to community events, and help keep local economies alive and thriving.

Unlike Black Friday, Pink Friday isn't about steep discounts or racing to the bottom — it's about creating an unforgettable shopping experience, building customer relationships, and inspiring a sense of pride in supporting small.

Giving Back: Partnership with Heart on Main Street

This year, The Boutique Hub is proud to partner with Heart on Main Street, a nonprofit organization dedicated to empowering independent retailers through grants, education, and disaster relief. For every small business that signs up for Pink Friday, The Boutique Hub will donate \$1 to Heart on Main Street.

Funds raised in 2025 will directly support retailers in Texas Hill Country impacted by devastating floods, helping them rebuild stronger than ever.

"Small businesses are more than just stores — they're gathering places, job creators, and the heartbeat of our communities," said Ashley Alderson, Founder and CEO at The Boutique Hub. "Pink Friday gives shoppers the chance to say, 'We see you, and we support you,' before the holiday rush begins."

– more –

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PINKFRIDAY



Pink Friday 2025 – Page 2

How Retailers Can Join the Movement

Participating in Pink Friday is simple:

- Sign up at go.theboutiquehub.com/pinkfriday
- Gain instant access to marketing tools, event planning guides, and wholesale deals.
- Be featured on the #SupportSmallFirst map, connecting you with shoppers near and far.

For more details and to register, visit the [Pink Friday join page](https://go.theboutiquehub.com/pinkfriday).

<https://go.theboutiquehub.com/pinkfriday>

About The Boutique Hub

The Boutique Hub is the world's largest community of boutique owners, wholesale brands, and service providers dedicated to helping independent businesses grow. Through education, resources, and community connection, The Boutique Hub empowers retailers to succeed in an ever-changing retail landscape. Learn more at www.theboutiquehub.com.

About Heart on Main Street

Heart on Main Street is a nonprofit organization dedicated to empowering independent retailers and revitalizing Main Streets across the country. Through grants, education, and disaster relief, they provide the tools and support small businesses need to thrive. Learn more at www.heartonmainstreet.org.

Media Contact:

[Your Name]

[Your Title]

[Your Company]

[Phone Number]

[Email Address]

[Website URL]

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FOR IMMEDIATE RELEASE

Date: October 3, 2025 (estimated date to send PR #2.)

Media Contact:

[Store Owner Name]

[Store Name]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website]

[Store Name] Joins Thousands of Small Businesses Nationwide for Pink Friday 2025

On November 21, shoppers are encouraged to #SupportSmallFirst and celebrate community, connection, and local retail.

[City, State] — October 3, 2025 — This holiday season, [Store Name] is joining thousands of small businesses across the U.S. and Canada for Pink Friday, a nationwide movement dedicated to supporting local retail. The event, held on Friday, November 21, 2025, encourages shoppers to shop small before Black Friday and experience the heart of their local community.

For many independent retailers, Pink Friday has become the biggest sales day of the year, proving that when communities rally together, small businesses can thrive.

More Than Just a Sale

Unlike traditional big-box events, Pink Friday isn't about rock-bottom prices or long lines. It's about creating an unforgettable customer experience, telling the story behind each product, and celebrating the people and places that make a community unique.

"We want our customers to know that when they shop small, they're making a real impact — on jobs, on community events, and on the future of our Main Street," said [Store Owner Name], owner of [Store Name].

Giving Back While Shopping Local

In partnership with The Boutique Hub and Heart on Main Street, Pink Friday is also about giving back. For every small business that signs up to participate, The Boutique Hub donates \$1 to Heart on Main Street, with 2025's funds benefiting retailers in Texas Hill Country affected by flooding.

How to Participate

On Friday, November 21, shoppers can visit [Store Name] at [Store Address] or shop online at [Website] to take part in the celebration.

To find other participating retailers nationwide, visit the #SupportSmallFirst map at <https://pinkfriday.shopthebestboutiques.com>.

About [Store Name]

[Short paragraph about the store — what you sell, how long you've been in business, and what makes you unique.]

About Pink Friday

Pink Friday is a nationwide shopping event held annually on the Friday before Black Friday to celebrate and support small, local businesses. Organized by The Boutique Hub, the event focuses on community connection and creating memorable shopping experiences before the holiday rush. Learn more at <https://go.theboutiquehub.com/pinkfriday>.

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PRESS RELEASE #3 – Two Weeks Before the Event (November 7, 2025)

FOR IMMEDIATE RELEASE

Date: November 7, 2025

Media Contact:

[Store Owner Name]

[Store Name]

Phone: [Phone Number]

Email: [Email Address]

Website: [Website]

Countdown to Pink Friday: [Store Name] Prepares for the Biggest Small Business Shopping Day of the Year

November 21 marks a nationwide celebration of independent retailers and the communities that support them.

[City, State], November 7, 2025, With just two weeks to go until Pink Friday, [Store Name] is gearing up to welcome shoppers for a one-of-a-kind local shopping experience. Pink Friday, happening on Friday, November 21, 2025, is a nationwide movement encouraging shoppers to #SupportSmallFirst and put small businesses at the top of their holiday shopping list.

In 2024, the event united over 5,000 small businesses across all 50 states — and this year, that number is expected to double nearly.

The Power of Shopping Small

For [Store Name], Pink Friday isn't just a sales day — it's a way to connect with customers, showcase unique products, and celebrate the role small businesses play in keeping communities vibrant.

"This is our chance to remind people that shopping local isn't just convenient — it's personal," said [Store Owner Name]. "Every purchase makes a real difference."

Giving Back: A Win-Win for Communities

The Boutique Hub, the organization behind Pink Friday, has partnered with Heart on Main Street to donate \$1 for every participating business. This year's funds will directly support Texas Hill Country retailers impacted by devastating floods. www.heartonmainstreet.org.

Join the Celebration

[Store Name] will be offering [special in-store experiences, giveaways, pop-up vendors, refreshments, or other details] on November 21 at [store address] and online at [website].

Shoppers can discover other participating businesses on the #SupportSmallFirst map at <https://pinkfriday.shopthebestboutiques.com/>.

About [Store Name]

[Short paragraph about the store — what you sell, how long you've been in business, and what makes you unique.]

About Pink Friday

Pink Friday is a nationwide shopping event held annually on the Friday before Black Friday to celebrate and support small, local businesses. Organized by The Boutique Hub, the event focuses on community connection and creating memorable shopping experiences before the holiday rush. Learn more at [Pink Friday link].

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FOR IMMEDIATE RELEASE - Additional Template

Contact:

{Boutique Name}

{Your Name, Title}

{Phone} {Email}

{Website}

The Boutique Hub

Ashley Alderson

ashley@theboutiquehub.com

<http://go.theboutiquehub.com/pinkfriday>

{Your Business Name}

Participating in Nationwide “Pink Friday” Small Business Shopping Experience

{Your City} – We are thrilled to announce that {Your Business Name} of {City} will be participating in the fourth annual nationwide Pink Friday small business shopping experience on November 21, 2025.

Created by The Boutique Hub, Pink Friday is a small business spin on the traditional Black Friday shopping experience, encouraging people to #ShopSmallFirst. Black Friday is the largest shopping day of the year, but the sales and promotions from big-box stores often overshadow the unique experiences that small businesses provide. On November 22, we aim to celebrate the businesses that are the backbone of our local communities.

“Pink Friday was created to shine a spotlight on small businesses and encourage everyone to shop consciously during the holiday season,” says Ashley Alderson, Founder and CEO of The Boutique Hub. “There has never been a more important time than now to ‘Shop Small First.’ Small businesses make a big impact in America’s communities, and it’s crucial that we support them as much as possible.”

The official Pink Friday website (<https://pinkfridayweekend.com>) lists all the ways consumers can shop, including an interactive map of participating stores offering various deals and gift guides to help consumers find the best gifts for everyone on their list. People can also follow the #ShopSmallFirst hashtag on social media. Any small business can participate in Pink Friday and can find out more by visiting <http://go.theboutiquehub.com/pinkfriday>.

{Insert your quote here about what it means to participate in Pink Friday and the importance of holiday shopping for your business.}

{Include any fun in-store activities or online discounts you will be offering specifically for Pink Friday.}

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