



Celebrate independent shops, artists, makers & small businesses
JUST A CARD Indie Week 23–27 November 2020
The colourful, independent alternative to Black Friday!

JUST A CARD is a grassroots campaign on a mission to encourage people to buy from artists, makers, independent shops and small businesses by emphasising that every sale, even just a card, is vital to their prosperity and survival.

Now in its fourth year, **JUST A CARD Indie Week** encourages people to support, value and buy from independent businesses during the crucial Christmas retail period, which is more important than ever this challenging year.

An antidote to the fast-purchase culture of Black Friday, JUST A CARD Indie Week welcomes everyone to celebrate their own businesses as well as those they value, to showcase their communities and to tell their own stories both on and offline. The week will include our ever popular **five-day Instagram challenge** which last year featured across the BBC and beyond, and saw over 70,000 people celebrating their independent businesses and those they love.


 **For more information about JUST A CARD Indie Week visit justacard.org**

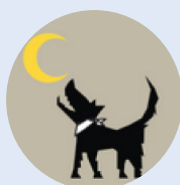
Since 2015 JUST A CARD has been showing the value to both customers and independent businesses of shopping small. **Every sale, however small, is the difference between a vibrant creative community or a boarded up business.**

- 17,000+ shops display our popular campaign window stickers
- 85,000+ engage with our community via social media
- The campaign is supported by high profile names including Sir Michael Palin, Felicity Jones, Nathalie Emmanuel, Twiggy, and Lauren Laverne

 **Comment**

JUST A CARD campaign founder Sarah Hamilton, and team member Michael Fram, are available for interview/comment

 **For further information / press enquiries / images please contact:**



Roy Mouncey
Howling Moon
roy@howlingmoonpr.co.uk
07949 897155

 @justacard  @justacard1

 **JUSTACARD.ORG**