

FOR IMMEDIATE RELEASE

## **Empowering Communities Through Handcrafted Artistry: Shop American Handcrafted Launches to Champion Local Small Businesses**

Cleveland, Ohio - March 20, 2024 - Shop American Handcrafted, a newly established nonprofit organization with 501(c)(3) status, proudly announces its official launch, dedicated to empowering communities and small business owners through consumer education, awareness, and impactful projects.

Developed by Jacqueline Adamany and the IndieMe Marketplace, Shop American Handcrafted advocates for supporting small, locally produced, handcrafted goods from local shops as a means to contribute to environmental sustainability and foster economic growth within the handcrafted community.

Jacqueline Adamany, Founder and Executive Director of Shop American Handcrafted, expressed the organization's vision, stating, "At Shop American Handcrafted, we are committed to creating a brighter future for small business owners selling handcrafted and the artists who craft the products within the USA. Our grassroots movement aims to bring handcrafted artistry into households across the nation, serving as a reminder to support local and small businesses."

Adamany elaborated on their mission, emphasizing the year-round commitment to celebrating small businesses: "While Small Business Saturday is well-known, our mission extends beyond a single day. We believe in championing small businesses every day of the year. Why limit the celebration to just one designated day?"

Shop American Handcrafted's approach underscores the importance of supporting local, handcrafted businesses as a means of bolstering communities at every level. Through collaborative efforts with the IndieMe Marketplace and patrons alike, the organization aims to disseminate awareness and resonate with consumers nationwide.

As Shop American Handcrafted embarks on its mission to enact positive change, it invites collaboration and donor support from individuals, businesses, and organizations committed to making a meaningful impact. Stores selling handcrafted products from American artists are encouraged to submit their information for inclusion on an interactive map, while artists are urged to share their retail show information.

Jacqueline Adamany emphasizes the power of collective action, stating, "Collective action sustained over time turns into social movements. Share, join, support."

For media inquiries, partnership opportunities, or to learn more about Shop American Handcrafted's initiatives, please contact:

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#### About Shop American Handcrafted:

Shop American Handcrafted is dedicated to fostering the growth and vitality of the handcrafted industry by wholeheartedly supporting, nurturing, and joyfully celebrating the entrepreneurial spirit and artistry of American craft artisans. The organization is committed to empowering and enriching the creative journey of small business owners while promoting the appreciation and sustainability of handmade crafts in the nation.

#### About the IndieMe Marketplace:

IndieMe Marketplace stands as the leading online destination for retailers seeking a curated selection of over 250,000 products handcrafted by esteemed American and Canadian designers. Their expansive collection encompasses jewelry, gifts, fashion accessories, home decor, garden accessories, wellness items, and more, spanning a diverse range of price points and styles.

Retailer enrollment is entirely free, with IndieMe refraining from any commission on sales. Instead, artists simply pay a nominal monthly web fee, granting them complete autonomy over their store and payments. In addition, IndieMe provides numerous marketing avenues, including their acclaimed printed Buyer's Guide catalogs, successful virtual trade shows, digital ads, and exclusive shopping events held year-round. For further details, please visit [IndieMe.com](https://IndieMe.com).

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