



#go
small
canada

eQuo

gosmallcanada.com

small is powerful

Small businesses are getting big support in attracting shoppers for the holidays with the launch of eQuo's #GoSmallCanada small business directory and holiday gift guide.

eQuo is a community-driven platform with a mission to support and empower small businesses, which is why it has launched this free directory. It's designed to help consumers easily find, shop at, and buy gifts from small businesses over the holidays across Canada.

It's easy to participate

1. Go to www.gosmallcanada.com
2. Start by registering your personal profile, which gives you admin rights to register your Business in our business directory for free.
3. You can add products and/or services that you offer, and you can choose individual products and/or services to be shown in our free holiday gift guide.

In addition to listing and categorizing the many different businesses, products, and services available across the country, eQuo's directory and gift guide enables users to source companies with founders from diverse communities, including businesses led by women, 2SLGBTQ+ community members, Indigenous persons, Black Canadians, new Canadians, and persons of colour.

By supporting these communities, Canadians can help fuel economic prosperity AND close racial, gender, and wealth gaps that disproportionately affect people from these communities.

A photograph of two women standing in front of a window display decorated for Christmas. The woman on the left is wearing a purple knit beanie, a dark turtleneck, and a plaid jacket. The woman on the right is wearing a red coat with a fur collar and has her arm around the first woman's shoulder. They are both smiling. In the foreground, there are several colorful shopping bags (blue, red, and purple). The window display behind them features white garlands, gold and silver ornaments, and a small potted plant.

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A woman with dark curly hair, wearing a light blue dress and a pearl necklace, is smiling and looking to the right. She has reindeer antlers on her head. In the background, there is a Christmas tree decorated with lights and ornaments. The text "#go small canada" is overlaid on the image.

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Big things
happen
when you
support
a small
business

Together, we are bigger

- 1 Shop at your fave small business
- 2 Share it, telling us why they are so awesome
- 3 Tag #gosmallcanada #city and challenge your friends to do the same

We'll give it national exposure while letting everyone know how important is to put their money directly in the pockets of business owners. Together we can create a movement to support small business.



[GoSmallCanada.com](https://www.gosmallcanada.com)

Supported by:

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We'll show Canadians just how powerful even the smallest purchases can be when we harness the power of small on a large scale. Join the biggest small movement today.



GoSmallCanada.com

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We're going to celebrate small business on a national level. Let's show Canada just how big small can be when we come together.

Go to GoSmallCanada.ca for your FREE participation pack.

#GoSmallCanada.



EQUOSHIFT.COM/GOSMALLCANADA

Get what you need to participate

Learn more



Lorraine Charlton and 206 others

46 Comments 29 Shares

Like

Comment

Share



We are encouraging Canada to share their support for small too.

1. Go to www.gosmallcanada.com
2. Find, shop and buy gifts from across Canada.
3. Share your experience and demonstrate your support through social media with #GoSmallCanada.

We truly believe that every city deserves a thriving small business community, and when you choose to support small business, you support the entrepreneurs who care about their community and neighbourhood.

A photograph of a chef in a dark cap and apron working at a wooden counter in a kitchen. The background features a brick wall, string lights, and various kitchen equipment like an oven and a mixer. The text "#go small canada" is overlaid on the image.

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eQuo is on a mission to support small businesses and the entrepreneurs who are the backbone of our economy. The company is dedicated to ALL entrepreneurs, regardless of sex, age, ethnicity, religion, sexual orientation or gender expression, or disability. eQuo is committed to building the first inclusive platform to help small businesses find the support, funding, investors, capital, and customers they need to grow. For more information, visit www.equoshift.com and www.gosmallcanada.com.

#GoSmallCanada

When Canadians choose to support small businesses, they also help create jobs, build their communities, and create a more diverse and interesting economy. And this holiday season, supporting small businesses in Canada is as easy as visiting www.gosmallcanada.com. Users can share their visit or purchase in their favourite social media channels using the hashtag #gosmallcanada to encourage others to do the same.

Help us build the BIGGEST small business movement ever!

Visit GoSmallCanada.ca to learn more