



#go  
small  
canada

eQuo

[gosmallcanada.com](https://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](http://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 coat. The woman on the right is wearing a red coat with a fur collar. They are both smiling and looking at each other. There are shopping bags at their feet. The background shows a window display with various Christmas decorations, including white garlands and gold ornaments.

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A woman with dark curly hair and reindeer antlers is smiling and looking to the side. She is wearing a light blue top and a long pearl necklace. 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**

Supported by:

**eQuo**



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**It's easy to support small business!**



- 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 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**


Proudly supported by: **eQuo**





 **eQuo**  
Sponsored · 

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](http://GoSmallCanada.ca) for your FREE participation pack.  
[#GoSmallCanada](https://twitter.com/GoSmallCanada).



[EQUOSHIFT.COM/GOSMALLCANADA](http://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](http://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](https://twitter.com/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 kitchen. The chef is wearing a dark cap, a dark t-shirt, and a light-colored apron. He is standing behind a wooden counter, looking down at something in his hands. The kitchen has a brick wall on the left and a stone wall below it. There are string lights hanging from the ceiling. In the background, there is a large oven and a stand mixer. The text "#go small canada" is overlaid on the image. The "#go" and "canada" are in a bold, teal font, while "small" is in a white, sans-serif font.

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# small is powerful

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](http://www.equoshift.com) and [www.gosmallcanada.com](http://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](http://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](http://GoSmallCanada.ca) to learn more