

Stronger Together: Announcing the 2021 #CoxShopsSmall Virtual Cash Mob

Join Cox Communications in supporting Main Street shops this Small Business Saturday



Small businesses are the backbones of our communities and cornerstones of the economy. They provide a unique, more personal experience for shoppers and account for 64% of new jobs created in the United States. And over the last year or so, they've faced every challenge imaginable to keep their doors open, eCommerce running, and neighborhoods served.

Cox believes that its time to return the favor in a big way.

To drive support towards Main Streets across the country, Cox Communications presents the #CoxShopsSmall Virtual Cash Mob – debuting tomorrow in honor of Small Business Saturday. Here's a bit more about our mission and how you can join us in the effort to show your local spots some love.

What is a Cash Mob?

Coined from the term Flash Mob, a Cash Mob is a community event that encourages people to join together to support local businesses. The concept is simple: organizers assemble groups that ban together to flood a certain business(es) with purchases during a set time period. The result is a true win-win, small businesses enjoy an influx of much needed revenue while participants get to enjoy unique wares (and possibly discover new places to shop and eat).

How will it work?

Starting today through the end of the week Cox employees will be showing their support by buying goods from their favorite small businesses and sharing their journey virtually via social media.

Can anyone join the virtual cash mob?

Of course! While Cox employees are leading the charge, the team welcomes everyone who's interested in supporting their favorite local businesses to join us in the Virtual Cash Mob this week. Whether you prefer to support a local shop, order from online storefronts or buy-online-pick-up-in-store/curbside, there are plenty of convenient and safe ways to shop small this season.

And if you do, feel free to share your experience via Instagram or Twitter with the hashtag #CoxShopsSmall to spread the word. Plus, be sure to follow along on the journey with the hashtag to see our employees' favorite shops. Who knows, you may find even more great places to support!

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