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**TRANSCRIPT: MAYOR DE BLASIO, FIRST LADY MCCRAY DELIVER REMARKS  
AT THE SHOP YOUR CITY CAMPAIGN FOR SMALL BUSINESS SATURDAY**

**Mayor Bill de Blasio:** Well, good afternoon, everyone. My name is Mayor Shop Local. I'm going to start branding it now. You know, I like the sound of it. Everyone, this is really important. This is really important that we come to places like the Strand and put our money where our mouth is and devote ourselves to these places that make the city so special. This is -- you know, the word iconic is thrown around, sometimes deserved, sometimes not. This is an actual New York City icon right here. Strand stands for so much that is good about New York City, because it is about total diversity and freedom of thought, whatever the thought, whatever the viewpoint, whatever the background, it is represented here. And I know, Nancy, that has been something you've been very devoted to, showing voices of the whole city and the whole world. And Nancy to you and your family, I mean, 93 years is absolutely astounding. And I actually think, even though you're right, you've never met a challenge in many ways as great as this. When you hear that this store survived the Depression and two World Wars and everything else Nancy said, it gives us some perspective that we will fight back and we will win again. We will overcome again. Thank God there is a vaccine now. The end is sight. Next year will be a profoundly better year, but we have got to help the places we cherish to survive. That's on all of us. So, I won't name any names about online giants and other forms of shopping, far be it from me to do such a thing. I'll just say, go to the Strand and go to your community bookstore, if you feel comfortable doing it in person, go shop in person because there's no experience more beautiful than being in a bookstore, and if you want to do it online, that's great, but buy local. Buy local. Don't just talk about it. Now I'm going to have to be a little bit up in New Yorker's faces here at this holiday season. Don't just talk about saving small businesses, actually go out and save them, go out and use your power and make a difference because we need the Strand to be here next year and for decades and decades to come, and every community, small business you cherish, we need it to be here. So it's something personal for me and I want you to know this is part of something bigger we're doing, but it's very personal. Nancy you'll appreciate that there's many what is it - what's a book-phile called? What's the word?

**Audience:** Bibliophile.

**Mayor:** A bibliophile, thank you. I just had a moment there, a bibliophile, and one of them is our son, Dante, who explicitly sent his order in for what I would buy for him today. So the tradition has been passed on throughout the family and this is something that we cherish and I want to turn

to make sure I get it right, yes, the love of my life is someone who loves books so much that wherever you go, whatever home we've had together, the places overflowing with books and you feel the presence of all those authors and you feel the joy and you feel the power and that's what our children grew up with and that's what they will pass on as well. And then when you say that, you should know there's a reverence for this place. This place is considered a temple, a temple for the literary world, and so I now bring you someone who has kept that faith and loves books more than anything in the world, our First Lady Chirlane McCray.

[Applause]

**First Lady Chirlane McCray:** Thank you. Thank you so much, Bill, and thank you all for being here today. This means a lot not just for the strand, but for this community and our city, the Strand Bookstore, Bill said it was a temple, I mean, it is so much greater than that. I'm here because I love bookstores. I never turned down an opportunity to spend time in one. It's like good for my mental health to be here and the Strand is very, very special, special for me personally, and to our family. The last time I was here, I was actually here with Dante. We had a great time. I know the excitement of picking up a great book and getting lost in it. I know how much knowledge and excitement and the ability to travel there is in visiting your local bookstore. And I commend you Nancy and your team for finding a way through this crisis to continue bringing New Yorkers all of that adventure and excitement and knowledge that can be gained by spending time in a bookstore.

I know it has been anything but easy and I feel the pain of all of our small businesses in our communities. I do like I - because I shop local. I hope I can get the name. First Lady Shop Local. Yeah, because –

**Mayor:** It has a ring to it.

**First Lady McCray:** Yeah, it has – it does have a ring to it. You know, it's so much fun to get to know the people who run these businesses and be able to support them. They become part of your, you know, an extension of your family in so many ways and I want every New Yorker to do their part. We all have an opportunity to be superheroes, you know, get out there and save a small business ourselves by shopping local. Can you say it with me? Shop local, shop local. It's not hard. So, let's do that. Let's fight for them and save our small businesses, save the heart and soul of our neighborhoods. Thank you.

[Applause]

**Mayor:** Thank you First Lady Shop Local. Now, I want to bring forward – I'm going to ask both Commissioners to come up because they have been totally devoted to this mission. Anne del Castillo, who runs the Mayor's Office of Media Entertainment, Jonnel Doris, our Small Business Services Commissioner, they both are true believers, and they're going to tell you what the whole city will do together to protect our small businesses and to make sure people are shopping local this season, come on up, both of you.

**Commissioner Anne del Castillo, Mayor's Office of Media and Entertainment:** I think the First Lady and I are the same height so thank you. Thank you, Mayor Shop Local. We're here today helping to preserve the city that we love. The New York City that is the creative capital of the world. The Mayor's Office of Media and Entertainment is charged with supporting the city's creative economy, TV, film, theater, music, nightlife, digital content, advertising, and publishing. Together these industries represent more than 150 billion in economic impact a year and half million jobs for New Yorkers. This is a place where people come from across the globe to make television and film, theater and music, and it makes sense, not just because New York City is at a global crossroads, it is also the center of our nation's publishing industry since its earliest days. Books are critical sources of inspiration for characters, stories, ideas, and film theater, music, bookstores like the Strand are where writers become inspired, musicians find scores, visual artists find images. They also serve as places of convening in our neighborhoods, often reflecting the diversity and creativity of their communities. That's why my agency was thrilled when Mayor Shop Local asked us to create a program to support bookstores.

[Laughter]

It's all about the message, right? And at this moment, I would like to thank the Mayor for support, my colleagues at Small Business Services, and NYC and Company for their partnership and all the wonderful New Yorkers like Nancy, that run bookstores that are so important to us all. You can find our All in NYC Bookstores initiative on the internet at [nyc.gov/nycbookstores](http://nyc.gov/nycbookstores). We provide a list of local bookstores for all of you to shop at and access special offers, discounts, and even money back on certain purchases. So, visit [nyc.gov/nycbookstores](http://nyc.gov/nycbookstores), support your local bookstores and support all of your local businesses because New York City wouldn't be the New York City we love without them. Thank you.

[Applause]

**Commissioner Jonnel Doris, Small Business Services:** All right. Thank you. And I must salute Mayor Shop Local and First Lady Shop Local as well – Shop local. Okay.

[Laughter]

I'm Jonnel Doris, the City's Small Business Commissioner. Today is a big day. Today's an exciting day. I just left Flushing as we started our five-borough tour around the city to support small businesses, and from here we go into Brooklyn, Mr. Mayor, and we're going to be having some really, really interesting times down in Bed-Stuy working with our local businesses there and also helping them to understand the services that we have provided. And Nancy it's so good to be back, it seemed like yesterday, which is almost was actually, I would be right here with the Congresswoman to really bring the light to what the small businesses are actually facing today. And I just want to say, I mean, my plea is very simple, I think we know that out of the 240,000 small businesses in the city, they employ 3.6 million people. We cannot have a full city resurgence without our small business community and that's why we're here today. We want to make sure that the small businesses who actually are near and dear to our community survive like this store here, like the Strand. That's why I was here. And I, you know, I just personally – I was here looking for a specific book. I was looking all over for it. I was here last week and then

Nancy found it herself. I had a personal treatment here and they found it. That's the uniqueness about this place. You can find a book that you can't find anywhere else and more importantly, the people that work here behind this door, downstairs, behind the shelves that's who we're here to support. That's what we want to make sure that they have an opportunity here in the city.

So today we want everyone to know, do you need to shop your city, shop local, buy local, make sure you do that. How can you do that? Well, you can do it by socially distancing at visiting the store, make sure you wear a mask and also stay six feet apart, do it in a safe way. Secondly, you can go online. You can go online and shop, find one of your local businesses and shop there. You can go to our website [nyc.gov/sbs](http://nyc.gov/sbs). We have lists of small businesses in your community. You can get the support there that you need to find them. And then lastly, it's important for us to remind our neighbors and our friends that this is the time 70 percent of sales are generated during this time. We need you to shop local. We need you to shop your city. We need you to shop small businesses in New York City. Thank you, everybody.

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