

## Shop Local This Holiday Season: Constant Contact Announces Unique Markets U.S. Holiday Tour

WALTHAM, Mass., Nov. 19, 2018 /PRNewswire/ -- [Constant Contact](#), an [Endurance International Group](#) (NASDAQ: EIGI) company and leader in small business marketing solutions, today announced the Unique Markets Holiday Tour, sponsored by Constant Contact. [The Unique Markets Holiday Tour](#) is changing the holiday shopping game by bringing together a curated selection of local designers, artists, and emerging brands for their one-day pop-up marketplaces in seven top U.S. cities.

The tour will help small businesses earn their share of a predicted \$1.1 trillion in 2018 holiday retail sales\* while simultaneously injecting the economy with monies spent on locally-made goods. Each market will feature high-quality, well-designed products in a range of categories including jewelry, clothing, home goods, art, apothecary, stationery, kids items, ceramics, and more. All brands and products will be represented by the actual business owner/designer/maker, a hallmark of all [Unique Markets](#) events.



"Our partnership with Unique Markets directly aligns with Constant Contact's goal of supporting and celebrating the diverse entrepreneurial spirit showcased in these pop-ups," said Jonathan Kateman, general manager of Constant Contact. "These markets strike a chord with consumers who believe, as we do, that America's small businesses provide the highest quality goods and services and are the lifeblood of our economy and local communities."

Aside from the fresh, modern goods available for purchase, attendees can also enjoy DIY projects, interactive photo experiences, and free drinks & snacks.

Now in its tenth year, Unique Markets has helped more than 10,000 entrepreneurs across the country reach new audiences and increase sales while supporting communities and putting more than \$25 million back into local economies.

As presenting sponsor and committed supporter of small businesses, Constant Contact is providing a 50 percent discount on vendor fees, helping to limit costs for participating small businesses. Constant Contact is also reducing the event ticket price to \$5 for attendees of the Unique Markets Holiday Tour pop-up marketplaces, which will make stops in the following cities this holiday season:

- Denver (Nov. 25)
- Seattle (Nov. 25)
- Phoenix (Dec. 2)
- Minneapolis (Dec. 2)
- Boston (Dec. 9)
- Washington, D.C. (Dec. 9)
- Austin (Dec. 16)

"Unique Markets helps me and other small business owners to get out of the workshop, and out from behind the computer screen, to connect with our community," said Laura Cornman, owner of [Settlewell](#). "It helps me reach customers outside my own circle of influence in an artfully-curated, face-to-face shopping experience. It's been hugely beneficial to growing my business!"

Each city on the national tour will feature more than 40 vendors that represent a mix of brick and mortar and online businesses.

"As a loyal Constant Contact customer, email marketing has been pivotal in helping me grow my business and this partnership is really a match made in marketing heaven," said Sonja Rasula, founder of Unique Markets. "Not only is Constant Contact in alignment with our mission, the team is also providing education and tips for effective marketing to participants in each city to help them take advantage of the surge in consumer shopping during the holiday season and beyond to grow their businesses."

For a full schedule of dates and locations, visit <https://www.uniquemarkets.com>.

#### **ABOUT UNIQUE MARKETS**

Unique Markets is the largest curated shopping event in the country, hosting three large-scale markets in Los Angeles per year, plus numerous retail experiences, conferences and events across the country. Established in 2008, Unique Markets has worked with and featured over 10,000 small business owners in America, and shoppers have spent over \$25 million at the markets - all going directly back into our local American economy. The independent, sole founder, Sonja Rasula, is proud to be one of only 1.7% of woman-owned businesses in the U.S. to reach the million dollar mark.

#### **ABOUT CONSTANT CONTACT**

Constant Contact, an Endurance International Group company and a leader in email marketing for more than 20 years, offers an easy-to-use platform that helps small businesses create professional campaigns that can help increase customers and revenue. From advanced automation features to industry-leading integrations, to personalized coaching, Constant Contact is the trusted marketing partner of hundreds of thousands of growth-minded small businesses around the world. For more information, visit: [www.constantcontact.com](http://www.constantcontact.com).

#### **ABOUT ENDURANCE INTERNATIONAL GROUP**

Endurance International Group Holdings, Inc. (NASDAQ:EIGI) helps millions of small businesses worldwide with products and technology to enhance their online web presence, email marketing, business solutions, and more. The Endurance family of brands includes: Constant Contact, Bluehost, HostGator, Domain.com and SiteBuilder, among others. Headquartered in Burlington, Massachusetts, Endurance employs over 3,500 people across the United States, Brazil, India and the Netherlands. For more information, visit: [www.endurance.com](http://www.endurance.com).

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#### **MEDIA CONTACT**

Kristen Andrews

[pr@constantcontact.com](mailto:pr@constantcontact.com)

Melanie Murray  
[unique@ellecomm.com](mailto:unique@ellecomm.com)

\*SOURCE: Deloitte Annual Retail Holiday Sales [Forecast](#)

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