



A Proclamation by the Governor

WHEREAS, the number of jobs filed within and because of franchised businesses are over 17 million and franchised businesses account for 14% of the private sector employment, and over \$500 billion in payroll; and

WHEREAS, direct and indirect economic impact of franchised businesses is \$2.1 trillion; and

WHEREAS, "Franchise Appreciation Day" is a day to create awareness to increase customer knowledge on the importance of using social media networks and location-based services to connect with, and continue to support local franchises. Customers will enjoy a day to support their favorite franchises by receiving discounts and giveaways. Furthermore, franchises will be able to show appreciation and give back to the customers and communities that support their business year-round; and

WHEREAS, the 1st Saturday during Labor Day weekend is being celebrated by millions of people as Franchise Appreciation Day; and

WHEREAS, in observance of Franchise Appreciation Day, Nevada residents are encouraged to eat, shop, drink and support local franchises; and

NOW, THEREFORE, I, BRIAN SANDOVAL, GOVERNOR OF THE STATE OF NEVADA, do hereby proclaim September 1, 2012 as

FRANCHISE APPRECIATION DAY IN NEVADA



In Witness Whereof, I have hereunto set my hand and caused the Great Seal of the State of Nevada to be affixed at the State Capitol in Carson City, this 20th day of August, 2012.

By the Governor: _____ Governor

By _____ Secretary of State

By _____ Deputy