



Sales from biggest shopping day of year extends through holidays

LEXI WELP

Commonly known as the biggest shopping day of the holiday season, Black Friday features name brand stores breaking out massive sales in hopes of making a profit. Originally created as a day for technology sales, Black Friday has expanded to encompass bargain prices on just about everything from running shoes to that perfect book to read by the fire.

Held the day after Thanksgiving, Black Friday takes strategy to navigate. It was expected to be much bigger than last year due to the economic downturn, with shoppers often preparing the night before, making sure they knew exactly what they want to shop for. Sales started as early as 12 a.m. on Thursday at Toys "R" Us and Radio Shack.

With sales starting early, lines started forming hours before any store opened, with many people deciding to camp out the night before. Best Buy, for instance, held massive sales with many electronics marked at half price and Play Station 3 systems

available for the first few customers at a discount of 25 percent. Black Friday is on a strict first come, first serve basis, and once a store is out of stock the sale for that item ended.

"I waited outside Target at 3 a.m. for about an hour and a half. After Target we hopped over to the mall and went to Macy's," Lenora Ramsey, sophomore, said. "There were lots of sales at Macy's and the mall was jam packed. It was only 6 a.m. too."

Black Friday kicks off the holiday shopping season with massive sales. Even though it is a one day event, however, can shoppers can still find great deals.

"I plan on taking advantage of all the holiday sales this year," Kelsey Lissman, senior said. Even though Lissman was on vacation during Black Friday, she is not worried. "I am sure that the sales will not end after just one day. It's in department stores best interest to continue having their sales so they can keep attracting their customers," Lissman said.

Always look for the sale and comparing prices before making the perfect

purchase at the best price. While many stores offered sales of 50 percent or more off selected items on Black Friday, most continue to offer similar sales throughout December.

There are other ways around giving expensive holiday gifts though. It is possible to make presents and then gift them to friends without opening your wallet or spending countless hours waiting in a line to get a deal.

"I personally like to make gifts for my family and friends. Not only does it save me money, it allows me to put my own personal touch on everything I gift," Emily Weisenberger, senior, said. "Besides that, everyone knows it's really the thought that counts, right?"

Holiday sales for 2009 are expected to be significantly less than past years due to the economy. Because of this, many stores plan to extending their massive Black Friday sales into December. So, don't fret if you missed waking up early and waiting out in the freezing cold to buy that sweater at 50 percent off. Sales are still out there they just need to be found.

Unique gifts that give back

ALISON FIELDHOUSE

With the holidays coming up, it can often be hard to think of that perfect gift. This year think about giving not only to loved ones, but also to those who are less fortunate. Here are a few ideas for gifts that are ecofriendly or charitable. Many of the gifts will benefit people in thirdworld countries and those who struggle to make ends meet. Also, the ecofriendly choices are made with materials that are friendly to the earth. Everyone will be sure to enjoy the holidays and these gifts with a clear conscience.

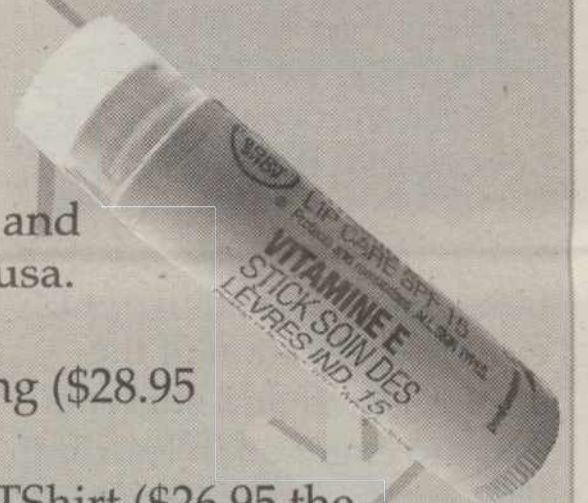
For Him:

- Product Red Converse (\$45-\$100 www.joinred.com)
- Oxfam Can of Worms (\$18 Oxfam)
- Kidrobot mini MUNNY (\$9.94 www.kidrobot.com)
- Recycled Necktie Wallet (\$28 www.uncommongoods.com)



For Her:

- Brazilets (\$5 www.brazilets.com)
- Lush Charity Pot Hand and Body Lotion (\$20.45 lushusa.com)
- Tree of Life Wall Hanging (\$28.95 Hunger Site)
- Wind of Peace Organic TShirt (\$26.95 therainforestsite.com)
- Kiss My Face's Lip Action balms (\$3.49 Alliance for Climate Protection)



For Pets:

- Frontgate Ecosport Collar (\$18 www.frontgate.com)
- Cat Face Treat Jar (\$17.99 aspc.org)
- Percy Chicken Dog Toy (\$16 Organic cotton www.uncommongoods.com)
- Kitty hose? Cat Nip Cat toys (\$6.99 www.bigpawdesigns.com)
- Nature Cluster toy (\$22.99 www.drsfostersmith.com)

For Parents:

- Adopt a Gorilla (\$50-\$300 gorillafund.org)
- Sweet Home Gingerbread House Kit (\$22.95 35% of proceeds goes to homeless families)
- Silk Tie (\$22 Made by Survivors)
- Recycled Can Musical Instrument (\$13 Swahili Imports)
- On/Off Coffee Mug (\$25 www.alphaman.com)

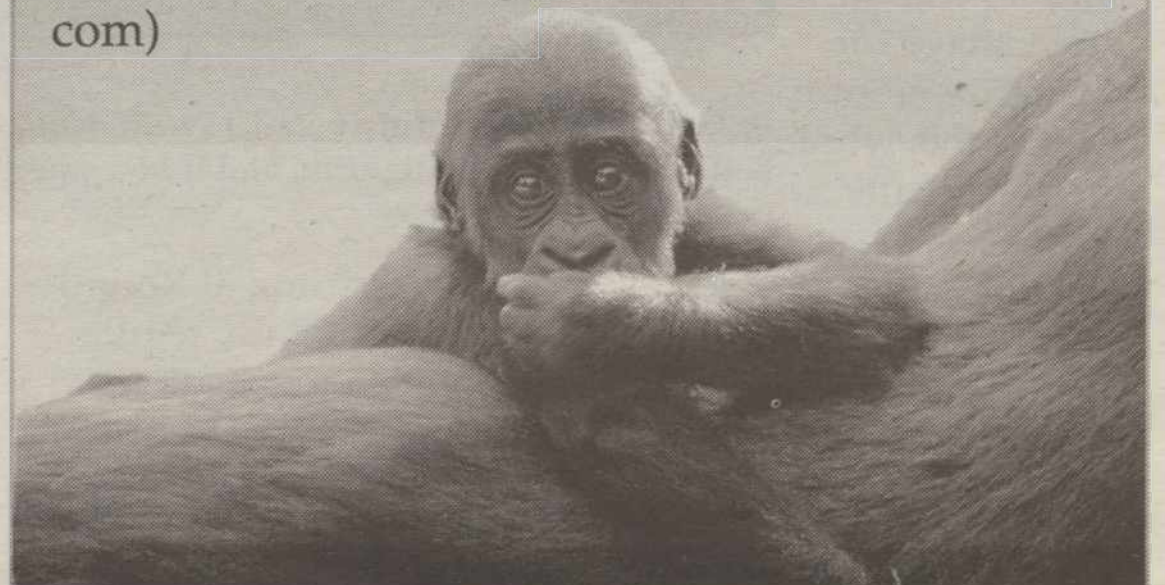


Photo by Mark Poppert

Customers line up at 3:30 a.m. for the 5:30 a.m. opening of Fry's on Black Friday. Customers crowded the entrance as early as Thanksgiving morning.