

Black Friday Shopping Guide

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Wednesday, 23 November 2011 18:24 - Last Updated Wednesday, 23 November 2011 18:49



Thanksgiving Day is hectic but everyone knows that it is really all about the day after that is the busiest and craziest. Like every Black Friday, be ready to pitch a tent and consume an endless amount of caffeine once again but this time, make sure to check out these tips below from Kimberly Hastings, Public Relations for Westcor and Macerich, before heading out.



1. Be sure to take a nap after Thanksgiving lunch or dinner. The turkey usually induces the sleep vibe, but always get at least a quick nap of 30 minutes to an hour to ensure that you have energy for midnight madness shopping.
2. After the nap, get a game plan in place. Call your friends, check websites, get on Facebook and see what your favorite shopping centers or retailers have planned for Black Friday.
3. After mapping out a plan of action, stock your purse with a bottle of water and an energy bar. This will ensure that when it strikes midnight, you will have a back up plan in place the sleep vibes start to kick in. Also, map out before hand where the nearest Starbuck's is at every shopping center.
4. Never leave home without a game plan. This is the master list of who you need to shop for; not just family and friends, but your kids' teachers, hairdresser, boss... this is the time of year to really show everyone in your life how much you appreciate them.
5. Stop in at least one new store that you've never shopped at. Browse around and Black Friday is great time of year to try out new stores- in fact, you can find many gems by simply walking into a new store.
6. Always remember to jot down or take a note on your iPhone as to where you parked. There is nothing worse than losing the car. And, do not forget to utilize the center's concierge services- they can walk to your car if your shopping alone or they can help you carry packages.
7. Remember to dress comfy- if possible, use your recyclable totes to carry all your goodies.
8. The best advice to keep in mind when shopping on Black Friday to bring lots of patience and a smile. A smile is a universal language that we all speak. Enjoy the one-of-a-kind sales, the holiday music, the festive décor and of course, friends and family.