

## **Unwrapping the Season with a Bang**

“Does the craze of Black Friday scare you away?”

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*Brittnee Reed*

To most people, Black Friday is seen as the kickoff event of the Christmas season while others see this day as simply an excuse for shopaholics everywhere to crowd the local malls with stacks of coupons, ready to fight anyone who stands in their way. Each year, billions of people partake in this day, whether it is physical or online shopping, in hopes of scoring the best Christmas deals. According to CNNMoney, last year’s Black Friday shoppers spent \$59.1 billion, reaching a new high record. However, Black Friday is not an event that all of society looks forward to. While many people are intrigued by the huge crowds and commotion of Black Friday, others see it as a stressful environment that isn’t worth participating in.

Gabrielle Fabioneri, a junior at Holy Family University, is one in the billions of people who partakes in Black Friday. Each year, she and her mother shop as a team, splitting up in the stores to find everything they need as quickly as possible. “I love black Friday! I’m kind of a shopaholic and when I can find a good deal I will almost always take it. As soon as I get the black Friday ads I usually scope out which stores I’m going to go to.” Fabioneri explained. Although she feels that the crowds are a bit much to handle, she doesn’t let anything stand in the way of shopping on Black Friday. Fabioneri believes that the deals are just too good to give up. “One year, I got the XBOX 360 and it was \$200 cheaper than normal!” She stated.

“I think Black Friday can be fun as long as you don’t take it too seriously.” explained Rachel Helkowski, a junior at Holy Family University. Unlike many Black Friday shoppers, Helkowski enjoys the huge crowds and feels that having “everyone in one place with the Christmas decorations up and music playing makes it feel like Christmas is right around the

corner.” Yet with all of that being said, very rarely does Helkowski find herself getting any shopping done on Black Friday. She considers herself to be a “last minute shopper” and has a hard time finding the great deals everyone else seems to get on Black Friday. “If I buy anything on Black Friday it's things I can get generally cheap on any day, it's just now my favorite hand lotion is 5 for \$3 instead of \$1 a piece.” She stated.

However, how do the men of society feel about the craze of Black Friday? Christopher Kovacs, a senior at Holy Family University, feels that Black Friday is not a day he needs in order to get all of his shopping done in time for the holidays. “The rush behind the crowds is understandable, but to have people literally trample all over you to get what they need first is just madness! I can't tell you how many times I've heard of people getting injured or killed by being run over by rampant crowds! I manage to get my shopping done throughout the entire month of December just fine.” he explained.

Yet unlike Kovacs, Holy Family University sophomore, Ricky Haldis, feels that shopping on Black Friday is something he would like to begin doing. “I never actually participated in it, other than once, but it's really something that I'd like to get into. The idea of getting together with a bunch of people to go out really early totally appeals to me.” He stated. Haldis feels that the craziness of Black Friday is simply “amplified” and shoppers are insane throughout the entire holiday season, not just one day. Therefore, he feels that using the excuse, “it's just too crazy” on Black Friday is not relevant.

Black Friday is not for everyone. Shoppers have to be willing to get up early and patiently wait in long lines. They cannot fear other shoppers and have to find the strength to push themselves through thousands of people surrounding gifts they desperately desire, without getting stepped on by others. For the more timid shoppers, there is always Cyber Monday, a less

stressful, quiet environment where holiday shopping can be accomplished. Stop for a moment and think, which type of shopper are you?