

Black Friday

The day after Thanksgiving has become America's biggest shopping day. Closed all day on Thursday, shopping centres all across the nation open early on Friday. Some of them open at 12:01 Friday morning, while others open at 4 a.m. Some "sleepyhead" shopping centres, like Target this year, don't open their doors on Friday until 6 a.m. From Friday to the day before Christmas, this is the season when businesses make nearly 25 per cent of what they earn in a year. This season puts many businesses "in the black", that is, they make the money they need for the year.

Reporters from local TV stations interview people who sleep in tents in front of the shops a day or two before the doors open on Friday. These people patiently wait in queue to get products that are 50 per cent cheaper or more.

"Oh, we have fun," said one of the persons queuing. "We sometimes bring games to play, we watch TV and order lots of pizza, and we often meet interesting people. And, most important of all, we save a lot!" The problem, of course, is that only a very small number of products have big reductions in their prices. Apart from a few big discounts, each shop has other things that are reduced from 10 to 50 per cent, saving shoppers from \$10 to \$400 per item, and so Americans want to go shopping.

Not all Americans enjoy shopping. Reverend William Graham wants to change Black Friday's name. "We want to call it *Remember Jesus Friday*. People should start the season with the right attitude. Christmas has become a Season of Shopping. We want to make it a Season of Giving. And we don't mean giving material things. We mean giving your back, your mind, and your hands. Help an old lady clean up her house. Teach a kid how to read. Visit sick people in the hospital or in nursing homes. Give food to the Red Cross. Celebrate Christmas by remembering Jesus and forgetting Santa Claus."

From *EOI Principado de Asturias*

Adapted from <http://www.eslyes.com>

1. When do Americans have Black Friday?
2. Why do some people sleep in tents near the shops?
3. Why does William Graham want to call that day *Remember Jesus Friday*?
4. In what way can people turn the season of shopping into the season of giving?
5. How much can people save on Black Friday?
6. What do people do while queuing?