Christmas Songbook on the way!



2019 Christmas Songbooks will be available after December 5th. Limited copies available, hurry to reserve your copy, just email: ivargas@starmetrolandmedia.com

Please include "Songbook" in the subject line



Four tips for getting the most OUT OF BLACK FRIDAY DEALS

• **Don't go shopping emptyhanded.** Shopping on Black Friday without a list can lead to excess spending on items you or your loved ones may not even need or want. Creating a shopping list in advance gives shoppers time to research the best deals and where to find them. That organized approach can increase the likelihood that they land the best deals on a day.

• **Shop local.** Shoppers who want to venture out on Black Friday but still avoid crowds should skip shopping malls and big box stores in favour of local retailers. Shopping local is a great way to keep money in your community, and local shops tend to have more unique offerings than chain stores. One-of-a-kind gifts can be a great way to show loved ones how much you appreciate them. And local shopping districts likely won't draw the massive crowds or produce the long checkout lines that consumers are likely to encounter at malls.

• **Comparison shop.** Comparison shopping can make Black Friday even more dealfriendly. If you're stuck on a long checkout line, use the time spent waiting for the next cashier to look for the same item online. You might find it's less expensive somewhere else, and you can then present that price to the cashier at checkout. Many retailers are willing to match lower prices from other retailers, but you won't know unless you ask.

• **Start early.** The proverbial saying, the early bird catches the worm, is especially true on Black Friday. If you want to find the best deals, you should probably avoid sleeping in.

Black Friday has changed, but many of the strategies that worked in the pre-internet era can still help shoppers land the best deals today

