



Kevin Crowley, Director  
Communications & Public Affairs, Wilfrid Laurier University  
519-884-0710 ext. 3070 or [kcrowley@wlu.ca](mailto:kcrowley@wlu.ca)

NOV. 26, 2015 | 207-15

## LAURIER EXPERT ALERT: Holiday Retail

WATERLOO – The holiday shopping season kicks off with Black Friday on Nov. 27.

There are several Laurier experts available to comment on a variety of topics related to holiday retail.

### Holiday Shopping

- **Brad Davis**, associate professor of Marketing and Laurier chair in brand communication at Laurier's Lazaridis School of Business & Economics, is an expert on marketing communications and branding. He is available to comment on a range of holiday marketing issues. Contact information: 519-884-0710 x2539 or [bdavis@wlu.ca](mailto:bdavis@wlu.ca).
- **Chun (Martin) Qiu**, assistant professor of Marketing at the Lazaridis School of Business & Economics, is an expert on retail. He is available to comment on holiday shopping activities, queuing, online shopping, store promotions, etc. Contact information: [cqiu@wlu.ca](mailto:cqiu@wlu.ca).
- **Grant Packard**, assistant professor of Marketing at Laurier's Lazaridis School of Business & Economics, is an expert on the retail industry. Contact information: (Cell) 416-985-4590 or [gpackard@wlu.ca](mailto:gpackard@wlu.ca).

### Gift Giving

- **Bradley Ruffle**, associate professor of Economics at the Lazaridis School of Business & Economics, is an expert on gift giving and why people continue to give in-kind donations versus financial donations. Contact information: 519-884-0710 x4470 or [bruffle@wlu.ca](mailto:bruffle@wlu.ca).

### Family

- **Cynthia Comacchio**, professor in Laurier's Department of History, is an expert on childhood and families in Canada. Contact information: 519-884-0710 x3422 or [ccomacch@wlu.ca](mailto:ccomacch@wlu.ca).

– 30 –