According to Wikipedia, the name Black Friday comes not from a dread of overconsumption. Instead, it stems from a belief that the Friday after US Thanksgiving is the point at which American retailers start to make a profit. In 2014, 133 million US consumers shopped during the four-day weekend, spending $50.9 billion.

At REI, this holiday’s for hiking
“In a world where holiday shopping has become more important than the holiday, comes a retail CEO who’s forgotten that money. Is. Everything.” So begins a video clip about REI CEO Jeff Stritzke’s decision to close up shop (all 143 of them) and let his people go hiking tomorrow. For the video and more analysis of Black Friday’s impact on the US economy (and state of mind) the article’s in the Christian Science Monitor on October 27, 2015.

Another interesting article on the same subject with different info is in Grist on October 27, 2015.

So instead of going shopping, you can plan for a DIY day. Grist (what would we do without them?) has 12 projects for cool (really) presents you can make.

However, if you are going to be one of those people in line at Best Buy for a new TV, Caelus Green Room has nine tips to help you choose a greener screen.

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