

# Black Friday During a Pandemic

By: Jessica Niehoff

Each year on the day after Thanksgiving, many people celebrate Black Friday. It



is the start of the Christmas season and everyone is looking for their perfect gifts at discounted prices with amazing deals. Stores and malls are flooded with people fighting over items and pushing others out of the way. Lines are incredibly long and so is the day itself. Many people go Black Friday shopping on Thursday night and all day Friday. However, with a global pandemic going on, many are left wondering will they still get those dire deals on their Christmas gifts.

It is very hard to imagine how Black Friday is going to go underway this year. It would be nearly impossible to social distance if people are running to grab that one item they waited outside in line for. Plus lines would be even longer, trailing all the way around stores due to social distancing protocols. However, many corporations are still putting in effort to assure shoppers they will still be getting the discounts they are after. Some corporations are even offering deals that are better than they have in the past due to the craziness going on around the world.

Companies such as Best Buy and Walmart are having many sales online throughout the month of November leading up to Black Friday in hopes to lessen the crowds on Black Friday in store yet still give people the deals they please. Also Bath and Body Works who typically have a huge Black Friday deal each year will be extending their sales in store as well as online. Bath and Body Works will be having in store deals Monday through Wednesday the week of Thanksgiving, online sales only on Thursday, and in store and online sales on Friday. This is also an effort to lower the people that decide to in store shop on Black Friday.

Many stores who are also open to shop on Thursday night after people are done with their Thanksgiving dinner are remaining closed in order to lower the amount of exposure to their employees and customers. Stores such as Best Buy, Dick's Sporting Goods, and Kohl's along with many other stores will remain closed on Thanksgiving night. Many stores have still not announced whether yet or not they will be closed on Thanksgiving and have not decided what their store hours will be on Thanksgiving. As

many stores are still deciding their hours for the giant sales, be sure to go to the website of the store you are planning to shop at for the hours in which they will be open.

As a retail worker myself, Black Friday in 2020 seems like a disaster waiting to happen. The crowds, the rush, and the angry customers seem like a nightmare. However with the many accommodations many stores are making it helps make Black Friday this year seem more safe and exciting. Just make sure to follow the certain safety precautions each store has. If you still want to get those amazing deals but do not want to risk your safety, there is always Cyber Monday!