

## Community Comment 11/26/2012

This is Jon Sapper for Community Comment.

Today is Cyber Monday. It follows Brown Thursday and Black Friday. All these days are conjured up to get us to shop as if tomorrow will never come. Tyler McCall summed it up. He said quote "All these sales days are associated with Thanksgiving and are starting to blend together into one big shopping fest. It feels like the anxiety of getting the best deals has replaced the anxiety of roasting the perfect bird and having to chat with your drunk uncle." End quote.

It started with Black Friday. It's been around for years commencing in the late 19<sup>th</sup> century, but it wasn't called Black Friday back then. It was called the day after Thanksgiving. At that time, Thanksgiving parades were sponsored by stores, like the Thanksgiving Macy's Day Parade of today. Santa showed up at the end of the parade and proclaimed the Holiday shopping season had begun. Why did Santa have to do that? I thought he made the stuff in the North Pole and delivered it. Maybe he delivered some of it to Kohl's and Target instead. I'm sure he did.

In 2005, though, the online retailers didn't like the idea that they weren't getting a piece of the action. So Shop.org started promoting the Monday following Black Friday as Cyber Monday. They wanted to cash in like their brick and mortar counterparts have been doing for years. These modern retailers concluded that they couldn't really have door buster sales when they didn't have any doors to bust. So they created virtual doors and they have been busting them pretty good. In 2006, online sales on Cyber Monday were 610 million dollars. Last year the one day online sales had more than doubled to over 1.2 billion dollars on just that day.

Cyber Monday is now recognized in the US, UK, Canada, Portugal, Germany, Australia and Chile. Chile? Really? Shows the power of the Internet.

Alison Synett said "Sale shopping on Cyber Monday is basically Black Friday part II, except you do it on your couch in your pajamas eating Thanksgiving leftovers." That's a far cry from my parents who used to drive to San Francisco, get all dressed up to go Christmas shopping at City of Paris and other Union Square

department stores. Suits, hats, white gloves and heels were the dress.....certainly not pajamas.

So as you think about the great deals you can get shopping on the Internet while you're on your couch in your pajamas, and there are some good deals, no question about it.....remember your neighbor and the store he works at in your downtown. And keep in mind he needs to earn money so he can shop at your store. And the money you make will allow you to shop at your favorite store here in town. That's also how it works.

This has been Jon Sapper for Community Comment.