

## Friday Frenzy

-Alex Stein

Dubbed the shopping day of the year, Black Friday has become synonymous with rioting and crime, sometimes even death. Unfortunately, 2011 has been no different. All across the country stories of violence, arrest, and riots cropped up over the news. The most popular story occurred in California where a woman was arrested for pepper spraying 20 customers before she turned herself in. Her goal: an *Xbox 360*. After hearing this story this got me thinking. What is wrong with Black Friday? Over the last few years people have been trampled to death, stabbed, and punched over what, a half priced DVD player? People are essentially risking their lives to save \$20 on a coffee maker. Stores add fuel to the fire is supplied by these stores (I'm looking at you Best Buy) by advertising these "doorbuster" "must have" items for the holiday season. These midnight openings are to blame. People show up sleep deprived and anxious armed to the teeth with sales flyers. They aren't risking a night of sleep, just to find out that their half price *Call of Duty* is sold out. My prediction, in a few years Thanksgiving will be called the day before Black Friday. Thanks to Black Friday, we will have our turkey and stuffing under the neon lights at *Walmart*. Families will be camping out at 4 in the afternoon Thanksgiving day to be the first in line at JC Penny, waiting for their "Buy 2 get 1 free" sweater sale.

If this is how Black Friday is going to be, we should have a universal set of rules and guidelines to guarantee a successful Black Friday. No military goes into a war without a tactical plan. The only way to secure the *NCIS Season 8 Box Set* is with a standard issue bullet proof vest, police baton, and a pair of Nikes. You aren't getting that TV with a pair of snow boots on. Map out the store a few days early; you don't want to get into the store just to ask a sales person where the televisions are. Also pick a squad, Grandpa Joe is no good, he has a bad leg. Pick cousin Bobby, he runs track so you want him on your team. After making a map, give it an operation name, every good military operation has a title.

The Allies weren't storming the beaches of Normandy without calling it Operation Overlord. For this to work, you need a strong title, for example "Operation Toshiba." Next you have to remind yourself that it's a battlefield out there. You are not going shopping at *Target*, you are the target. The music section has become a war zone. If you want that Taylor Swift CD, you have to check your corners. Those who just run aimlessly are bound to get trampled. Finally, get there early, it's okay to miss dessert with the family if you're on your way to save \$75 on a new washing machine. If you get there past the opening go home, you're wasting your time, unless you expect to be part of the clean up crew the morning after, sorting through 1/2 price DVD's of Snow Dogs and Stuart Little. The morning after looks like a WMD went through that store. The chance of finding any "survivors" are slim. One last note of advice, don't trust anyone and never make friends with the person in front of you. It's going to come down to them or you getting "Let's Rock Elmo." Never let it be them.

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