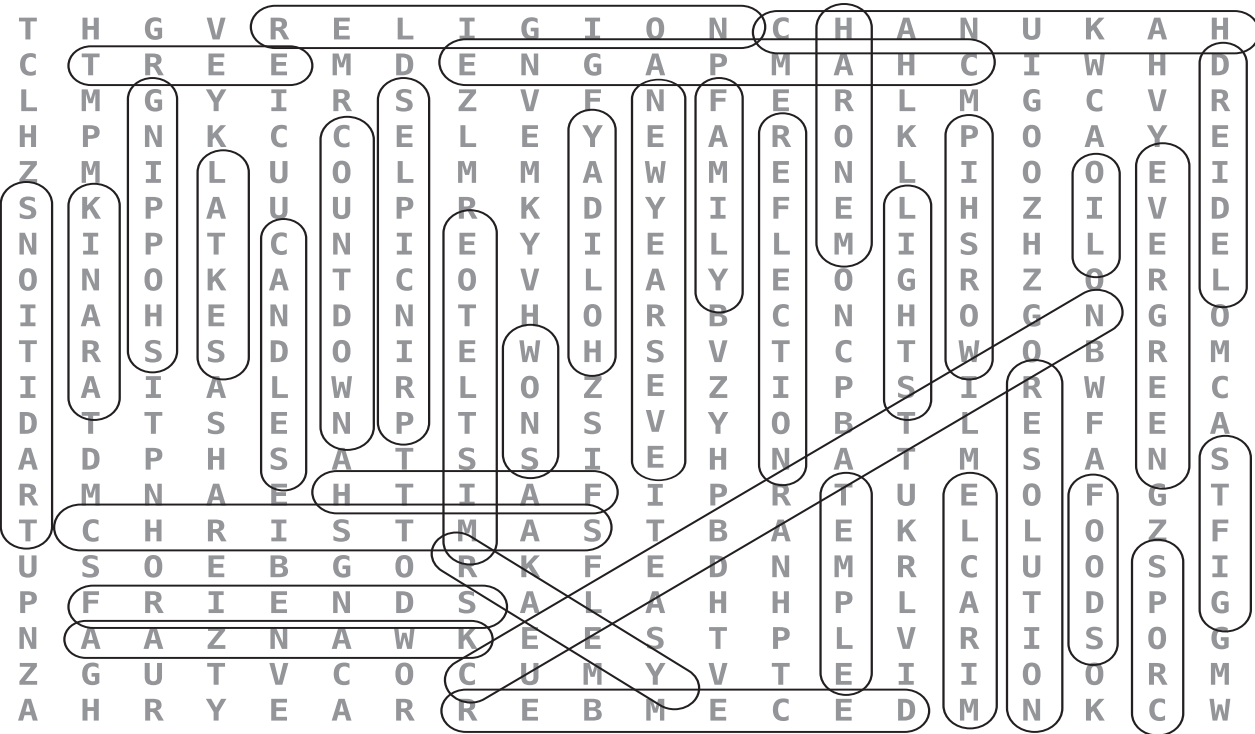


ANSWERS: Celebrate Word Search from page 6



What is Plaid Friday?

Plaid Friday is an effort to encourage holiday shoppers to shop local on the day after Thanksgiving, a day that many know as “Black Friday.” Conceptualized in Oakland, CA, Plaid Friday has spread beyond northern California to cities across the United States. While Black Friday is often associated with big box retailers, Plaid Friday focuses on small, locally owned businesses. But why plaid? According to OaklandGrown.org, an organization that celebrates and supports independent business leaders, artists and activists in the city of Oakland, plaid symbolizes the weaving together of a creative and diverse community of small businesses. Consumers interested in learning about Plaid Friday events and sales in their communities can contact local businesses or small business organizations in their areas to find out more and learn the various ways to support locally-based businesses this holiday season.



Happy Holidays!

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