

PLAID FRIDAY

November 23

On Plaid Friday,
(the day after Thanksgiving,)
Shop LOCAL
and simplify your
Day-After-Thanksgiving experience!

The name "Plaid Friday" celebrates the idea of LOCAL --
aiming to promote the importance of
supporting our community
by shopping at small businesses.

The plaid pattern represents weaving the individual threads
of small businesses together
to create a strong fabric that celebrates
the diversity and creativity of
independent businesses.

Plaid Friday is the relaxing and enjoyable alternative
to the big box store "Black Friday,"
and is designed to promote both
local and independently owned businesses
especially during the holiday season.
Wear Plaid attire during Plaid Friday
and Support Local

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