



## FOR IMMEDIATE RELEASE

Contact Dusty Lockhart,  
ThreeLockharts Communications  
202.664.9881  
dusty@threelockhartspr.com

### **Black Friday and Small Business Saturday Shopping Specials Kick-Off the Holiday Shopping Season in Georgetown**

*From Free Gifts to Exciting Discounts, Georgetown Businesses Help Out Shoppers on Black Friday,  
Friday (November 25<sup>th</sup>) and Small Business Saturday (November 26<sup>th</sup>)*

WASHINGTON, DC (November 18, 2011) – With its picturesque holiday backdrop and unique mix of local small businesses and favorite national retailers, Georgetown, DC is the ideal holiday shopping destination. This year, two festive shopping events kick-off the season in Georgetown-- **Black Friday** on November 25<sup>th</sup> featuring sales, and special incentives for shoppers and the nationwide "**Small Business Saturday**", a day dedicated to supporting small businesses during one of the busiest shopping weekends of the year.

Black Friday, the unofficial kick-off to the holiday shopping season, will bring special promotions, sales and events to shoppers throughout Georgetown. From free gift-with-purchase promotions to exclusive Black Friday-only discounts, shoppers will find an array of incentives to take the edge off of holiday shopping .

On Saturday, November 26th, Georgetown invites shoppers to "Shop Small" by participating in the nationwide "**Small Business Saturday**", co-sponsored by American Express. Started in 2010, Small Business Saturday is a day dedicated to promoting and supporting small businesses during one of the busiest shopping weekends of the year. The Georgetown BID encourages shoppers to discover unique holiday gifts from their list at the numerous small businesses in Georgetown, which comprise 73% of the neighborhood's retail offerings.

Participating stores throughout Georgetown with promotions to kick off the holiday shopping season include:

- **JANUS et Cie** (3304 M Street NW) for the first time ever, will be hosting a Black Friday sale to ease your holiday shopping woes. Select floor samples pieces from 30-65% off, with an additional 30% off all accessories and 15-80% off all toss pillows.
- **Sassanova**(1641 Wisconsin Avenue) is offering 30% off the entire store from 9 to 10 a.m. on Black Friday. From 10 to 11 a.m., the savings is 25%, and then 20% off until close.
- **The Phoenix** (1514 Wisconsin Avenue, NW) invites customers to "Shop Small and Get \$25 Back," by using your American Express card, and supporting participating local businesses on Small Business Saturday, November 26<sup>th</sup>. For more information, go to [facebook.com/shopsmall](http://facebook.com/shopsmall).

- **The Walking Company** (3101 M St NW) will pay your sales tax on all regular price products purchased Thanksgiving weekend.
- **Wink**(3109 M Street NW) will celebrate Black Friday with the Georgetown launch of Altruette, including the opportunity to meet the founders while you shop (11am to 3pm).
- **True Religion** (3225 M Street, NW) invites shoppers to come in for the perfect gift this Holiday Season. Be one of the first customers to visit True Religion on Black Friday to receive a gift of your choice with any purchase.
- **Tumi** (1246 Wisconsin Ave NW) the premium lifestyle, accessories and travel brand - will start their seasonal sale on Black Friday (running until December 31) offering 25-40% off select styles.
- **CB2** (3307 M Street) is hosting a "can do food drive" now through November 28. Donate seven non perishable food items and get 15% off your purchase.
- **Karen Millen** (1259 Wisconsin Avenue) is offering 30% off your entire purchase from November 25 to November 28.
- **LUSH** (3066 M Street) is premiering 15 new year-round products on Black Friday. The products will officially launch on that day and include No Drought dry shampoo, Ro's Argan Body Conditioner, Latte lip tint, Peace and Friends with Benefits massage bars, and a bunch of new bath goodies.
- **Design Within Reach- Georgetown** (3306 M Street) will be starting their twice-yearly Herman Miller sale on Black Friday. The sale offers a 15% discount off all Herman Miller pieces, including the coveted Eames Lounge Chair and Ottoman.
- **Lou Lou** (1304 Wisconsin Avenue) will be offering a free gift with purchase on Black Friday. They will open at 10am and be open until 8pm.
- **Alchimie Forever** (1010 Wisconsin Avenue) will be offering 30% off any purchase on the website and in the showroom from November 23-29th. The code for online is FF2011.
- **Heiner Contemporary** (1675 Wisconsin Ave NW) will be offering a 20% discount on all paintings in their featured exhibition "In Line / Out of Line" on Black Friday.
- **Dandelion Patch** (3222 M Street) is helping you deck the halls, offering 20% off anything and everything "holiday" themed during the weekend of Nov 25th- 27th.

For more information on Black Friday, Small Business Saturday and participating Georgetown stores, please visit <http://m.georgetowndc.com/>.

### **About the Georgetown Business Improvement District**

The Georgetown Business Improvement District (BID) is a nonprofit organization dedicated to protecting and enhancing the accessibility, attractiveness and overall appeal of Georgetown. Established in 1999 by its property owners and merchants, the Georgetown BID has more than 1,000 members. The organization is located in the heart of Georgetown in Washington, D.C and sets a standard of excellence in preserving historic charm while meeting contemporary needs. From marketing and special events, to transportation and streetscape, the Georgetown BID contributes to the vitality and quality of life in Georgetown. For more information please visit [georgetowndc.com](http://georgetowndc.com). Also connect with Georgetown on Twitter: [www.twitter.com/GeorgetownDC](http://www.twitter.com/GeorgetownDC), Facebook: [www.facebook.com/OfficialGeorgetownDC](http://www.facebook.com/OfficialGeorgetownDC) and YouTube: [www.youtube.com/user/GeorgetownDCTV](http://www.youtube.com/user/GeorgetownDCTV).

### **Media Contacts:**

Dusty Lockhart, ThreeLockharts Communications  
[202.664.9881](tel:202.664.9881) or [dusty@threelockhartspr.com](mailto:dusty@threelockhartspr.com)

Brittany Garrison, ThreeLockharts Communications  
[202.664.2454](tel:202.664.2454) or [brittany@threelockhartspr.com](mailto:brittany@threelockhartspr.com)

###