

Buy Nothing Day

The day after Thanksgiving is called Black Friday because more shoppers are out dropping plastic than any other day of the year. Buy Nothing Day (If you still subscribe to Adbusters, you know what we mean), is a protest alternative to the vast consumerist spirit that grips the country soon after the turkey carcass is carved up for leftovers. The core idea is simple: On Black Friday (Or Saturday, if you're outside of the US), instead of crowding department store aisles, spending yourself into a fiscal stupor, and buying into the commercialism of the holiday season, simply pause and buy nothing.

News

Since we last spoke, the Team has been joined by Leslie Sisson, coming from Texas and a few years in the trenches at TekServe (the original NYC Apple Store), and Craig Zimmerman, who brings stories of the old days deploying hundreds of iMacs (in the original bondi blue) at Apple's Ad agency Chiat/Day. We're excited to have them both on board, just in time for apple picking season.

And with such joy comes a touch of sadness. Jeremy Sherber has been with Macktez in some form or another for more than a decade. He departs the Team to explore a new career, but he has reassured us he'll still be around to keep writing these mailings for some time yet.

Stipend

For those of you who didn't eagerly check back on August 13th, this year's recipient was Andrew Sloat, whose charming and relevant video of the preamble to the U.S. Constitution was nearly complete – Just a soundtrack was missing. See the (very quiet) rough cut, some words from Andrew, and our judges' comments at macktez.com/stipend.

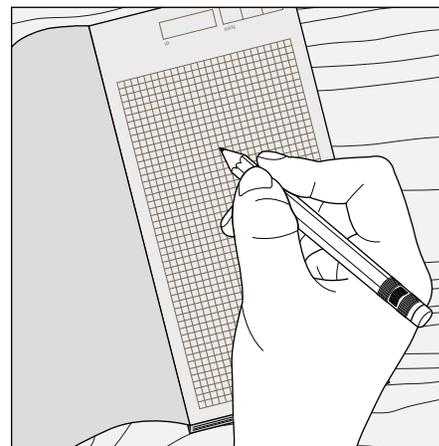
— The Team at Macktez

Black Friday

Last year, you woke up the day after Thanksgiving well before dawn. You took a pill from the Macktez Holiday Support Package, knocked back a couple shots of coffee, and dragged yourself to Herald Square for the 6am Black Friday door busters sale at Macy's. And then, when you got home later that day, you realized you bought too much of all the wrong things.

We're going to solve both those problems this year.

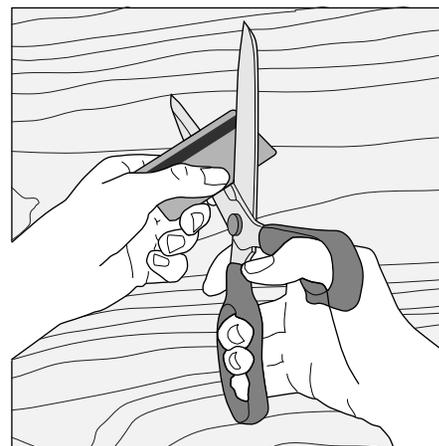
STEP ONE



Make a list.

- Start early. Today is good.
- Write down your loved ones and brainstorm ideas.
- Keep the book on hand to capture inspiration.
- Review each time you shop.

STEP TWO



Sleep in on Black Friday and buy nothing.

- Make a gesture against rampant consumerism.
- Take a stand against sleep deprivation.
- Resist the urge to hop online and shop.
- Keep it simple and rely on your little yellow book. (Pencil not included.)