

Christian Stores, Suppliers Offer Black Friday Deals

Christian stores and suppliers are offering deals for Black Friday, Nov. 23, the day after Thanksgiving and the official start of the Christmas shopping season.

Family Christian Stores is advertising a 12-page Black Friday circular on its website, spotlighting a Black Friday 50% discount—the chain's "lowest price ever"—on all wall art.

Family is also offering \$5 Doorbusters on several products, including Matt Redman's 2011 CD *10,000 Reasons* (sixstepsrecords/EMI CMG) and the *2013 Women's Daily Planner: Amazing Grace* (Christian Art Gifts).

LifeWay Christian Stores is running a two-day After Thanksgiving sale on Friday and Saturday, including offering Positively Christmas CDs featuring various artist (WarnerCurb/Word Distribution), for \$5.

"Black Friday is certainly important to us because it seems so important to many of our customers," Scott Chancey, director of marketing for LifeWay Christian Stores, told Christian Retailing. "We want to do the best we can to make choosing Christian products high on their list."

Berean Christian Stores is touting a Pre-Thanksgiving Sale on its Facebook page, spotlighting a 50 percent discount on select DVDs.

"Black Friday is a significant day of opportunity for ministry since we have the opportunity to reach consumers who might not normally shop Christian retail," said Bill Nielsen, chief operating officer of Berean Christian Stores. "We take advantage go the higher-than-normal traffic and invite our customers to join with us in giving hope to those in need."

This year we are donating money and Bibles to Samaritan's Purse to help those afflicted by the recent hurricane in the northeast."

Johnsen & Taylor in Wheaton, Ill.—Tyndale House Publishers' joint venture with Christian Art Gifts and South Africa-based Christian Publishing Company—is offering \$5 Doorbusters Friday, including *Fireproof* (Eric Wilson's novelization of the hit movie, Thomas Nelson) and Laura Story's *Blessings* (Fair Trade Services/Provident Distribution).

Among suppliers, Know Him apparel company is offering Black Friday Deals, with T-shirts starting at \$. Christian Audio is also planning a big sale announcement Black Friday and will have exclusive deals for its social media fans and followers Cyber Monday, Nov. 26.

According to the National Retail Federation's preliminary Black Friday shopping survey, up to 147 million people plan to shop post-Thanksgiving weekend, a slight decrease from the 152 million who planned to do so last year.