

Smart Shoppers Plan Ahead to Stretch Black Friday Dollars

Written by Australian Business

LANCASTER, Pa., Nov. 22, 2013 /PRNewswire/ -- Ah, Black Friday -- a day some look forward to with eager anticipation, others with angst. Either way, smart shoppers can stretch their dollars and get better Black Friday values by planning ahead.

With only a few days left to strategize, here are some tips to boost your Black Friday bargain hunting.

- **Make a written list of everyone you're shopping for and at least a general idea of what you think they'd like.** It will help you focus attention on spotting bargains and keep you from the frustration of forgetting someone as you navigate the crowds.
- **Scope out deals early.** More retailers now cater to savvy shoppers by announcing offers in advance. Check Web sites like BlackFriday.com or Brad's Black Friday Deals that aggregate ads and offers from dozens of retailers. Print the ads and coupons that interest you to help guide your shopping itinerary.
- **Go Local.** National chains seem to get the lion's share of the Black Friday limelight. But local merchants also have plenty to offer. Web sites like LivingSocial and Groupon can connect you with nearby deals. DoubleTakeDeals, integrated with your local Clipper print magazine, specializes in helping you find offers from local merchants.

Loyalty programs and gift cards can also help you get more value from your Black Friday shopping -- sometimes in surprising ways. One local retailer, Turkey Hill Minit Markets, shared a clever tip.

"In addition to offering a free cup of coffee and our own Black Friday specials on products ranging from Turkey Hill Ice Cream to smartphones, Turkey Hill can turn Black Friday shopping into fuel savings," said Kim Hertzog, Public Relations Manager, Turkey Hill Minit Markets. "Customers can earn Rewards points and save up to a dollar per gallon on fuel with the Turkey Hill Rewards Program."

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"It takes a little planning, but it's worth it," she said. "Stop at Turkey Hill before you go shopping. Choose gift cards for the stores you plan to visit, and use your Rewards card when you pay. Then use the gift cards like cash at the stores for Black Friday shopping. Meanwhile, you've racked up a big chunk of points to help you save next time you fill your tank."

About Turkey Hill *With corporate offices in Lancaster County, Pennsylvania, Turkey Hill has stores across the Keystone State, as well as an expanding presence in*

Ohio

and

Indiana

. The chain of stores offers customers a wide range of products and services including gasoline, deli sandwiches, lottery tickets and gift cards. Turkey Hill is also the largest distributor of Turkey Hill Dairy milk, ice cream and iced tea. For more information, please visit turkeyhillstores.com or contact

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