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## Black Friday means big savings for Canadians

1 in 5 holiday shoppers plan on spending \$1,000 or more over the holiday season

Toronto, ON, November 25, 2013 – Two out of three Canadians find searching for the perfect holiday gift stressful and challenging, and days like Black Friday help reduce the stress. This is particularly true given that most shoppers spend nearly \$600 on holiday gifts, with one in five holiday shoppers anticipating to spend \$1,000 or more.

“Savvy holiday shoppers are looking to save money over the gifting season,” said Pete Gibel, vice president of merchandising. “Black Friday is a great opportunity to shop for trendy items, especially items like tech, at affordable prices.”

Black Friday hits on November 29 this year and consumers are getting ready to pounce on great deals. The savings at Staples on what is becoming a popular Canadian shopping day are sure to help:

- With 42 per cent of holiday shoppers looking to buy a kitchen accessory for dad, the [Keurig Special Edition Brewer](#) is perfect and affordable at \$69
- Thirty per cent of shoppers are thinking of buying mom some form of tech for the holidays, and the Surface RT bundle will let her enjoy recipes, reading and catching up on her favourite shows for only \$249
- A few other great deals are the KOBO eReader Touch at \$49.50, and the Canon Rebel T3i Digital Camera for \$499.32, with more deals to be found in-store and online at [www.staples.ca](http://www.staples.ca).

### Twitter Party

For additional ideas, join @StaplesCanada and @Listen2Lena tonight, November 25 at 8 p.m/ET for a kick-off Black Friday holiday Twitter party that will offer great deals and smart gift-giving solutions to participants. Join the party to learn more about new products, ways to save, smart tips from shopping authorities, and for chances to win prizes from Staples.

### About the Survey

October 31 – November 1, 2013, Vision Critical conducted an online survey among 1503 randomly selected Canadian adults who are Angus Reid Forum panelists, including 1190 holiday shoppers. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. More information on the survey can be found at

[http://www.staples.ca/sbdca/en\\_CA/cre/programs/media\\_information/images/press\\_releases/110613.pdf](http://www.staples.ca/sbdca/en_CA/cre/programs/media_information/images/press_releases/110613.pdf)

### **About Staples Canada**

Staples, Canada's largest office products company is committed to providing Canadians with a wide choice of office services and products. Serving all types of business - from the small home office to large enterprise - Staples makes it easy for customers to operate their offices efficiently and affordably by offering an extensive selection of office supplies, technology, electronics and office furniture as well as business services, including computer repair and maintenance, and copy and print services. Operating as Bureau en GrosMC in the province of Quebec and Staples Canada in all other provinces, the company employs over 15,000 associates at 330+ stores and at their head office in Richmond Hill, Ontario. Ranked as one of Canada's top ten Canadian companies in Marketing Magazine's Marketing/Leger 2013 Corporate Reputation Survey, Staples/Bureau en Gros is dedicated to offering customers the highest level of service, whether they choose to shop in-store, by catalogue or online. Staples Canada/Bureau en Gros also is invested in a number of corporate giving programs that actively support environmental, educational and entrepreneurial initiatives in Canadian communities from coast to coast. Visit [www.staples.ca](http://www.staples.ca) for more information, or visit us on Facebook and Twitter @StaplesCanada.

**Valerie Outmezguine**, Public Relations Specialist, Staples Canada

905.737.1147 x 2426 / [valerie.outmezguine@staples.ca](mailto:valerie.outmezguine@staples.ca)

**Alessandra Saccal**, Head of Communications Canada, Staples Canada

905.737.1147 x 2363 / [alessandra.saccal@staples.ca](mailto:alessandra.saccal@staples.ca)