

Guide to Black Friday

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From predawn deals to amazing holiday must-haves, nothing puts the holidays into high-gear more than a Black Friday outing to the mall—the biggest shopping day of the year. To help start your gift giving guide with ease, Kate Birchler, senior marketing director for Scottsdale Fashion Square and Biltmore Fashion Park malls, provides helpful tips that will ensure you get everyone from Grandpa Bill to little Susie crossed off your shopping list.



Do Your Research

Find out the inside scoop on where to get exclusive holiday deals at Westcor.com. This Web site is Santa's little helper covering holiday hours, style blogs, and of course great deals and offers. Info on all your favorite malls including Kierland Commons, Chandler Fashion Center, Paradise Valley and Scottsdale Fashion Square malls are listed on the Web site. Once you have found where you'll be snagging fabulous finds, look at the mall directory and decide where you will want to park so you can optimize your time inside the mall, Birchler says.

Arrive Early

Scottsdale Fashion Square and Biltmore Fashion Park malls have placed the first 300 guests on their "nice" list. As part of their "Early Bird Catches the Worm" promotion, the first 300 guests to arrive at the concierge desk will receive a \$10 Westcor gift card. Gift cards can be used in all mall stores. Doors to Scottsdale Fashion Square mall will open at 6 a.m. followed by the Biltmore Fashion Park opening at 8 a.m. The Macy's at both locations will open at 4 a.m. "Remember, the early bird gets the worm," Birchler says.

Be Comfortable

Dress in comfy shoes, you will be doing a lot of walking. "Also, make sure you hydrate with lots of bottled water and pack Power bars," Birchler says. The food court will open at 6 a.m.

Have Fun

Kick start the holidays by bonding and bring your friends and family. According to Birchler, the staff at both malls has worked very hard to provide an inviting environment. With decorations galore and constant holiday music, you'll be sure to get into the holiday mood. In between shopping, pay a visit to Santa, he is scheduled to arrive at 10 a.m. and will be available for pictures until 8 p.m., and grab a bit to eat, —restaurants like Pita Jungle will be offering 10 percent off your total bill.

For more information on Black Friday deals visit www.westcor.com/holiday.