

A Brief History of Black Friday

Do you know Black Friday's backstory? The shopping holiday's name has been connected to retailing only in recent history, when the days after Thanksgiving became some of the busiest for U.S. consumer spending, according to the National Retail Federation (NRF). ➔



1950s

Employers use the term to describe the day following Thanksgiving because employees were habitually failing to show up for work the Friday between the holiday and the weekend, *The Atlantic* reports.



1980s

Businesses start using the name to refer to "upbeat connotations of healthy balance sheets" with the beginning of the holiday shopping season and accounts going from red to black, according to *The Atlantic*.



2011-2016

In-store Black Friday traffic decreases over the years, but the day remains a major shopping event online and in stores for the holiday season, data from ShopperTrak show.

Download free marketing materials at TheRedT.com/holiday-marketing to promote the benefits of shopping local for the holidays.

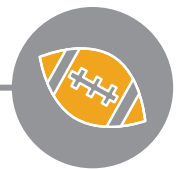
1869

The term Black Friday is first used when discussing hard events, dating back to stock market crashes that occurred on Fridays in 1869 and 1873, according to an article from *The Atlantic*.



1960s

Police officers use Black Friday as a nickname to describe the day when chaotic crowds and traffic flooded Philadelphia prior to Army-Navy football games, according to reporting from the *Philadelphia Business Journal*.



2005

NRF begins referring to the Monday after Thanksgiving as Cyber Monday when reporting a notable increase in online retail sales that day. The name stuck and so did the popularity of the shopping day.



2017

The days from Thanksgiving to Cyber Monday have all become big for shopping, but Black Friday attracts the most in-store shoppers and Cyber Monday draws a crowd online, NRF says.

