



FOR IMMEDIATE RELEASE

Contact:  
Victoria Freeman  
(860) 677-4647  
dos@centennialinn.com

### **'Black Friday' Survival Package**

*Centennial Inn Hotel offers a new package for getting through 'Black Friday' with ease.*

FARMINGTON, Conn. – August 20, 2009 – 'Black Friday', the biggest shopping day of the year and the day after Thanksgiving is traditionally one of the most stressful days of the year. Why not change all that this year. Come over to the Centennial Inn Hotel after all the Thanksgiving hub-bub, and leave the dishes for someone else to do this year. Check in to the hotel in the evening, put your feet up by the fire and get your game plan for the next day.

Start to finish, this years day of stress and shopping will be changed forever, We'll kick off the Christmas season in style with everything you need; wrapping paper and tape, the 'Black Friday News', coupons and insights as to where to find bargains.

“What a fabulous package, said Nancy Anstey, director for the Farmington Valley Visitors Association. “Coming home with all your packages beautifully wrapped and ready to go would be a special treat.”

The Centennial Inn Hotel 'Black Friday' Survival Package includes overnight accommodations in a Studio Suite for two nights, an early morning wake up call, a \$50.00 Visa card to help you get your shopping underway, a Breakfast-on-the-go bag with coffee, fruit, yogurt, bagel and cream cheese, and an all day energy pack filled with bottled water, granola bars, crackers and cheese to keep your energy up to get you through your day so you don't have to stop and miss out on a great deal. You also get a canvas shopping bag to hold your treasures in as well as entrance to our 'Friday Night Wrapping Extravaganza!'

On Friday night from 8:00 pm to 11:00 pm our meeting room will be filled with wrapping paper, tape, ribbons, bows and assorted items for wrapping all your gifts so they are ready to take home. No kids around and no need to hide the packages and wrap them later. Included in the Extravaganza will be appetizers, soft drinks and raffles.

Black Friday is a term for the Friday after Thanksgiving in the United States, which is the beginning of the traditional Holiday shopping season.

(more)

Black Friday is not an official holiday, but many employees have the day off (with the exceptions of those employed in Retailing and Banking), which increases the number of potential shoppers. Retailers often decorate for the Christmas season weeks beforehand. Many retailers open very early (typically 5 am or even earlier) and offer doorbuster deals and loss leaders to draw people to their stores. Although Black Friday, as the first shopping day after Thanksgiving, has served as the unofficial beginning of the Christmas season at least since the start of the modern Macy's Thanksgiving Day Parade in 1924, the term "Black Friday" has been traced back only to the 1960s.

The term "Black Friday" originated in Philadelphia in reference to the heavy traffic on that day. More recently, merchants and the media have used it instead to refer to the beginning of the period in which retailers go from being in the red to being in the black (i.e., turning a profit).

This package is available Thursday November 26 and Friday November 27, 2009 only. Prices start at \$250 for two people and include a full hot breakfast at the Centennial Inn Hotel. Located at 5 Spring Lane, Farmington, CT 06032, the Centennial Inn Hotel is just off of Route 6, minutes from Hartford and Interstate 84. Rates are exclusive of taxes, gratuities and fees.

For more information or to book this or any of our other wonderful packages, guests can call (800) 852-2052 or visit [www.centennialinn.com](http://www.centennialinn.com).

#### **About Centennial Inn Hotel**

Dating back over 200 years ago, the Centennial Inn Hotel was built as a family farmhouse and stable. The property was established as a hotel over 20 years ago using the original, restored buildings. The Centennial Inn Hotel is now a 96 room all-suite hotel located in the Farmington River Valley of Connecticut and enjoys a wonderful reputation among our returning guests. The inn has large, spacious and clean rooms, a wooded 12-acre property with a babbling brook running through it, and warm friendly New England hospitality. Managed by the Simon Konover Hotel Corporation, Centennial Inn Hotel is one of 22 hotels to serve you across Connecticut and the Midwest.

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