



Free Shipping Day

Friday, December 16, 2011

www.freeshippingday.com

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Free Shipping Day on Friday, December 16, 2011 Extends Holiday Shopping Season

Last Chance for Consumers to Find Online Deals in Time for Christmas

In 2008, FreeShipping.org founder Luke Knowles envisioned a shopping holiday held mid-December where thousands of merchants would offer free shipping with delivery by Christmas Eve to shoppers. After just three years, his Free Shipping Day is quickly becoming a household name in the holiday shopping vernacular.

With close to \$1 billion in Internet sales on December 17, 2010, Free Shipping Day was the third largest online spending day in US history, beating Black Friday for Internet sales. Over 1,750 merchants, including JCPenney, Macy's, Dell, Neiman Marcus, Disney Store, DSW and Kohl's, participated in the third-annual event -- more than double from the previous year. Knowles expects over 2,000 retailers will participate this year.

Knowles created Free Shipping Day to extend the holiday shopping season for online merchants and give procrastinating consumers one final chance at holiday deals. Merchants appreciated the opportunity to prolong the online holiday shopping season. Consumers relished the day because it provided more time to compare prices and make smart buying decisions while still delivering ideal gifts before the Christmas deadline.

"Merchants now see Free Shipping Day as a must-participate event, which is why retailers are signing up so early for 2011," said Knowles. "We received an amazing amount of media coverage last year -- both before and after Free Shipping Day -- which spread the word even further."

Knowles, who created the popular shopping website FreeShipping.org with his wife Maisie in 2007, hatched the idea for Free Shipping Day just two weeks before the first event in December 2008. In a brainstorm, the entrepreneur realized retailers would revel in an opportunity to extend the online holiday shopping season.

"Free Shipping Day encourages consumers to continue buying online late into December," said Knowles. "It's a money-saving measure for consumers and a way to extend the online holiday shopping season for retailers. Everyone benefits."

Shoppers can visit freeshippingday.com to see the merchants that are participating in Free Shipping Day. All offers and coupon codes will be revealed on Friday, December 16, 2011.

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Free Shipping Day is a one-day shopping event during which participating merchants offer free shipping with delivery by Christmas Eve. The fourth annual event is scheduled this year for Friday, Dec. 16, 2011. Visit www.freeshippingday.com for more information.