

Buy Nothing Day



Buy Nothing Day is an international day of **protest against consumerism**, when all the **participants abstain from buying anything**, even food or clothes. In North America it is celebrated on 'Black Friday', the Friday after American Thanksgiving, which is **one of the busiest shopping days** in the USA. For other countries *Buy Nothing Day* is observed on the Saturday following Black Friday. In 2011 the dates fall on 25th and 26th November respectively. The idea of the holiday was invented by a Canadian artist, Ted Dave, in 1992 and is promoted by a Canadian magazine, *Adbusters*. The purpose of *Buy Nothing Day* is to **examine how much we consume** and how much waste we produce, and then to **come up with long-lasting solutions** to reduce our own consumerism. Different **campaigns and forms of protest** against **overconsumption** are organized on that day, including public cutting up of credit cards, street parties and zombie walks, during which **people wander aimlessly** around shopping centres with a zombie-like expression on their faces.

Glossary

to abstain – powstrzymywać się

aimlessly – bezcelowo

busy – tu: ruchliwy, popularny

a campaign – kampania

consumerism – konsumpcjonizm

to examine – przebadać

long-lasting – długotrwałe

overconsumption – nadmierna konsumpcja, np. towarów

a participant – uczestnik

to wander – wędrować

Quiz

1. By the time the average person turns 70 years old, how much of their life will they have spent watching advertisements?
 - a. 3 months
 - b. 3 years
2. How many shops does The Dubai Mall, the biggest shopping centre in the world, have?
 - a. 800
 - b. 1,200
3. What do you call a person who cannot stop shopping?
 - a. A shopaholic
 - b. A shopfan
4. Why is it difficult to find a place to sit in a shopping centre?
 - a. Because it is against safety regulations
 - b. Because people who sit don't shop

Answers: 1 b*, 2 b, 3 a, 4 b

*source: <http://www3.sympatico.ca/dalia/buy0/buytrvia.htm>