

## **The Source reveals incredible Black Friday offers in top brand consumer electronics**

- Incredible Black Friday deals on hundreds of consumer electronics products
- Amazing daily door crashers available in-store and on thesource.ca
- Over 500 locations across Canada to shop
- Black Friday purchases eligible for extended returns

Barrie, ON (November 19, 2018) – The Source, Canada’s largest tech retailer, is kicking off the holiday shopping season by releasing its Black Friday offers. While several promotions have already been available since last week, offers have now been revealed for the highly anticipated Black Friday weekend.

“We know that customers look forward to Black Friday and we worked hard to build incredible offers on some of the season’s hottest electronics”, says Andaleeb Dobson, Vice President of Merchandising and Supply Chain. “As we count down to Black Friday, we have been offering daily door crashers across multiple tech categories since last week, but that’s just the beginning. Even more incredible offers launch this weekend.”

Black Friday deals start early at The Source – on Thursday, November 22<sup>nd</sup>. Multiple TVs, laptops, headphones, speakers, gaming consoles and many other electronics will be exceptionally well priced and are listed in [The Source flyer](#). In addition, daily door crashers will be available throughout the weekend at up to 50% off regular price. They include:

- Thursday, November 22: Apple 32 GB iPod touch
- Friday, November 23: Beats Solo 3 Wireless on-ear headphones
- Saturday, November 24: Acer Aspire 5 series laptop
- Sunday, November 25: Canon EOS Rebel T100 18MP DSLR camera

Black Friday traditionally signals the start of holiday shopping in Canada and to ensure customers feel confident shopping for holiday gifts early, The Source has again extended its returns policy. “Most purchases qualify for extended returns or exchanges until January 15, 2019 – and, of course, we will continue honouring our Best Price Guarantee”, says Dobson.

For shopping convenience, The Source Black Friday event is available at over 500 locations across Canada – many located in malls and local shopping centres – and on thesource.ca.

Black Friday sale ends on Sunday, November 25. “But the deals don’t stop there. Cyber Week gives customers another opportunity to save and we are gearing up to bring new offers to thesource.ca, starting on Cyber Monday”, adds Dobson.

Customers can get a preview of future Holiday season and Boxing Week offers by subscribing to The Source e-mail list at thesource.ca/subscribe.



**thesource.ca**

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## **About The Source**

The Source is Canada's largest consumer electronics retailer with 500 locations nationwide. Retail locations and thesource.ca offer a wide range of brand name consumer electronics including communications, home entertainment, home office and sound products. For more information, visit [www.thesource.ca](http://www.thesource.ca).

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