

TOTAL EARNED
MEDIA MENTIONS:

34

ESTIMATED REACH:

43M

PLAID FRIDAY

A DAY AFTER THANKSGIVING
EVENT LIKE NO OTHER!

Media Report

November

Plaid Friday Alexandria Shopping Day
Offers Deals After Thanksgiving

NORTHER VIRGINIA MAGAZINE

November 10, 2023

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Alexandria Boutiques to Offer Holiday
Deals During Thanksgiving Weekend

ALEXANDRIA LIVING

November 13, 2023

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On Small Business Saturday, Made in
ALX Hosting Pop-Up Market at Port City
Brewing Co.

THE ZEBRA

November 13, 2023

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Old Town Business Plaid Friday 2023

FOX5

November 15, 2023

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Shop Small in Alexandria

ALEXANDRIA LIVING

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Black Friday, Cyber Monday to Bring Out
Millions of Shoppers

NORTHERN VIRGINIA MAGAZINE

November 21, 2023

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Weekend Fun: Zoo Lights, Carriage Rides, and
More Post-Thanksgiving Entertainment

NORTHERN VIRGINIA MAGAZINE

November 22, 2023

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Old Town Alexandria Gears Up For Small
Business Saturday With Over 50 Stores Par-
ticipating

ABC13

November 22, 2023

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Las 36 mejores cosas para hacer en DC
este fin de semana y la próxima semana

ESPAÑOL NEWS

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Plaid Friday: A Black Friday Event
like no other

DC NEWS NOW

November 22, 2023

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Plaid Friday

VIP MAGAZINE

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What's Up in Alexandria This Weekend: Novembe
24 - 26

ALX NOW

November 22, 2023

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VIP ALEXANDRIA MAGAZINE



Espanol News



NorthernVirginia
MAGAZINE

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WJLA 24/7 News On Your Side At 2
WJLA
November 23, 2023
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Things To Do Holiday Weekend
NORTHERN VIRGINIA MAGAZINE
November 23, 2023
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Black Friday 2023: Small Business Deals, Mall Hours Near Alexandria
PATCH
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News 4 at 11
NBC WASHINGTON
November 23, 2023
[Watch Here](#) ▶

News 4 Today at 5 (5:18am)
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News 4 Today at 5 (5:35am)
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News 4 Today at 5 (5:47am)
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News 4 Midday (11:55am)
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News 4 at 4
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News 4 at 4:30
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News 4 at 11 (2:26am)
NBC WASHINGTON
November 24, 2023
[Watch Here](#) ▶

News4 Today (8:47am)
NBC WASHINGTON
November 25, 2023
[Watch Here](#) ▶

News4 Today (6:18am)
NBC WASHINGTON
November 25, 2023
[Watch Here](#) ▶

