

# Cultural Daily

Independent Voices, New Perspectives

## Buy Nothing Day ... Occupy Xmas?

Cultural Daily · Monday, December 12th, 2011

Escape Capitalism, 2011, Adbusters, Vancouver, B.C.

Buy Nothing Day (BND) is an international day of protest against consumerism. It was founded in Vancouver by artist Ted Dave, and subsequently promoted by *Adbusters Magazine*, based in Vancouver, Canada. The first Buy Nothing Day was organized in Mexico in September 1992 “as a day for society to examine the issue of over-consumption.” In 1997, it was moved to the Friday after American Thanksgiving, also called “Black Friday,” which is one of the 10 busiest shopping days in the U.S. Most other countries observe it on the following Saturday. Participation now includes more than 65 nations.

Here’s how *Adbusters* relates Buy Nothing Day to Occupy Wall Street.

“You’ve been sleeping on the streets for two months pleading peacefully for a new spirit in economics. And just as your camps are raided, your eyes pepper sprayed and your head’s knocked in, another group of people are preparing to camp-out. Only these people aren’t here to support occupy Wall Street, they’re here to secure their spot in line for a Black Friday bargain at Super Target and Macy’s.

Occupy gave the world a new way of thinking about the fat cats and financial pirates on Wall Street. Now let’s give them a new way of thinking about the holidays, about our own consumption habits. Let’s use the coming 20th annual Buy Nothing Day to launch an all-out offensive to unseat the corporate kings on the holiday throne.

This year’s Black Friday will be the first campaign of the holiday season where we set the tone for a new type of holiday culminating with #OCCUPYXMAS. As the global protests of the 99% against corporate greed and casino capitalism continues, lets take the opportunity to hit the empire where it really hurts...the wallet.

On Nov 25/26th we escape the mayhem and unease of the biggest shopping day in North America and put the breaks on rabid consumerism for 24 hours. Flash mobs, consumer fasts, mall sit-ins, community events, credit card-ups, whirly-marts and jams, jams, jams! We don’t camp on the sidewalk for a reduced price tag on a flat screen TV or psycho-killer video game. Instead, we occupy the very paradigm that is fueling our eco, social and political decline.

Historically, Buy Nothing Day has been about fasting from hyper consumerism – a break from the cash register and reflecting on how dependent we really are on conspicuous consumption. On this

---

20th anniversary of Buy Nothing Day, we take it to the next level, marrying it with the message of #occupy...

We #OCCUPYXMAS.

*Re-posted with permission from [CSPG](#).*

This entry was posted on Monday, December 12th, 2011 at 10:18 pm and is filed under [Visual Art](#). You can follow any responses to this entry through the [Comments \(RSS\)](#) feed. You can leave a response, or [trackback](#) from your own site.