



November 23, 2018

This is “Black” Friday...

Black Friday is the name given to the shopping day after Thanksgiving. It generally marks the beginning of the Christmas shopping season and is the busiest shopping day of the entire year. It was originally **called Black Friday** because so many people went out to shop that it caused traffic accidents and sometimes even violence. CNN reports that in 2017 Black Friday was all about digital sales. American shoppers spent a record \$5 billion in 24 hours. That marks a 16.9% increase in dollars spent online compared with Black Friday 2016, according to data from Adobe Digital Insights, which tracks 80% of online spending at America's 100 largest retail websites. (<https://money.cnn.com/2017/11/25/news/black-friday-holiday-shopping.../index.html>).

And to help keep the craving going, we now have “Cyber Monday”. Cyber Monday is a marketing term for the Monday after the Thanksgiving holiday in the United States. The term “Cyber Monday” was created by marketing companies to “encourage people” to shop online. Since its inception, it has become an international marketing term used by online retailers across the world (https://en.wikipedia.org/wiki/Cyber_Monday). I find it interesting that marketing companies feel the need to “encourage people” to shop more.

The reason I write you on this subject today is to point out the contrast that the Kingdom of Jesus brings to encourage people during this season. I find it to be a constant battle to be reminded what this season is really all about. Beginning Sunday, December 2nd the Church will encourage people to celebrate Advent - **“Tis the Season to be filled with LIGHT”**

“Arise, shine, for your light has come, no longer will you have the sun for light by day, nor the brightness of the moon give you light; but you have the Lord for an everlasting light, and your God for your glory” (Isaiah 60:1a, 19) In Luke, the Bible records the real reason for this season, *“And the angel said to them, do not be afraid for behold I bring you good news of GREAT JOY which shall be for all the people. For today in the city of David there’s been born for you a savior, who is Christ the Lord”* (Luke 2:10-11)

Please be encouraged to find the true meaning of the Christmas Season. It may mean we have to guard our lives from the “black hole” our world offers, to fill our hearts with great joy and the hope of the next great “offer” to buy. This year, Faith Fellowship will celebrate the Advent, or *“the great arrival”* of the Light of the World, the great joy for all peoples.

I hope you will make plans to celebrate with us. Our theme will call us to worship Him fully, spend less, give more and love all. I believe this celebration will encourage us all to find true joy and peace as we worship the Light of the World.

Expectantly,
Pastor Garry

*“We are a **faith fellowship** of believers on our journey **together** with our Lord... meeting needs, mending hearts.”*