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## Apple to offer "Black Friday" sale in the UK

Special "one-day shopping event" on 28 November

by Amy-Mae Elliott published on 25 November 2008

It's traditional in the States for retailers to hold sales on the Friday after Thanksgiving to kick off the Christmas shopping period, but it's not something UK shops get involved in.

This year seems different however with Apple promising a "one-day shopping event" on 28 November stating that it will be their "biggest shopping event of the year".

The promotional message has come via Apple's European offices - and has been confirmed by Apple's UK PR team - with the company promising "dozens of great iPod, iPhone and Mac gift ideas".

The teaser states, "Lots of gifts, one day not to miss", but a call to Apple's sales line has left us none the wiser as to what kind of shopping event it might be.

The Apple operative Pocket-lint spoke to said that they had been given the heads-up for a busy Friday, but were not in the know for what was planned.

Meanwhile, gadget fans who can wait an extra three days will be able to benefit from the government's own Christmas sale with the reduction of VAT from 17.5% to 15%.

A 32GB iPod touch currently on sale through Apple's online store for £289.00 should drop £7.22 to around £282.

