



BLACK FRIDAY GETS ITS NAME BECAUSE IT IS TRADITIONALLY THE DAY THAT RETAILERS, BIG BANKS, AND MAJOR CORPORATIONS MOVE FROM "IN THE RED" TO "IN THE BLACK" WHERE THEY START TO TURN A PROFIT. WHILE THE 1% ARE DOING BETTER THAN EVER, EVERY DAY PEOPLE ARE STRUGGLING TO MAKE ENDS MEET. IN A WORLD OF FORECLOSURES, UNEMPLOYMENT, AND HIGH COST OF LIVING, AMERICANS ARE SEEMINGLY ALWAYS "IN THE RED."

BIG CORPORATIONS AND THE MEDIA TRY TO USE THIS DAY TO TELL US THAT THE ECONOMY IS OK. WE KNOW THAT IS A LIE. MORE AND MORE PEOPLE ARE FALLING INTO POVERTY. 50 MILLION AMERICANS NOW HAVE TO RELY ON FOOD STAMPS. HOMES ARE BEING FORECLOSED ON AT AN ASTONISHING RATE EVERY DAY. IN ATLANTA ALONE, 1% OF THE POPULATION CONTROLS ALMOST 70% OF OUR RESOURCES. WE SAY, THE ECONOMY IS NOT OK.

OCCUPY ATLANTA IS USING THE MASSIVE CROWDS OF EVERYDAY PEOPLE GATHERING ON BLACK FRIDAY AS AN OPPORTUNITY TO RAISE AWARENESS OF IMMORAL CORPORATE PRACTICES AND INCOME INEQUALITY. WE WILL BE REACHING OUT TO THE COMMUNITY THROUGH SYMBOLIC ACTIONS OF CIVIL DISOBEDIENCE. THIS FIELD GUIDE WAS CREATED NOT JUST FOR PEOPLE FROM OCCUPY ATLANTA, OR THE REST OF THE CITY TO TAKE ACTION, BUT TO ENCOURAGE THOSE IN THE REST OF THE STATE AND COUNTRY TO HAVE A LITTLE FUN, AND RAISE SOME AWARENESS THIS HOLIDAY SEASON.



BLACK FRIDAY ACTION CONTEST

SUBMIT A VIDEO OF YOU AND YOUR FRIENDS ENGAGING IN SOME DIRECT ACTION THIS FRIDAY! THE WINNER WILL GET THEIR VIDEO POSTED ON OUR WEBSITE, AND AN ALL INCLUSIVE ONE NIGHT GETAWAY AT PEACHTREE AND PINE RESORT! SUBMIT YOUR VIDEOS TO ACTION@OCCUPYATLANTA.ORG BY SUNDAY 11/27 TO WIN!!

SUGGESTED ACTIONS

- * SCRIPTED "MIKE CHECKS" AT BIG BOX STORES, OR OUTSIDE IN THE LINE (WE'VE PROVIDED A COUPLE SAMPLES, OR FEEL FREE TO WRITE YOUR OWN)
- * RE-PRICING ITEMS IN THE STORE. SHOW THE REAL COST OF THESE ITEMS BY CREATING YOUR OWN STICKER PRICE TAGS (E.G. THIS SHIRT WAS MADE AT THE COST OF HUMAN DIGNITY)
- * ASK SALES CLERKS AND OTHER SHOPPERS WHERE YOU CAN FIND NECESSARY HOLIDAY ITEMS, SUCH AS
 - * UNIVERSAL ACCESS TO AFFORDABLE HEALTHCARE
 - * INFORMATION ON THE SUB-PRIME MORTGAGE THAT COST ME MY HOUSE
 - * THE HOPE AND CHANGE THAT WAS PROMISED BY BARACK OBAMA
 - * SOCIAL JUSTICE
 - * FAIR BANKING PRACTICES
- * HAVE A CONGA LINE OF EMPTY SHOPPING CARTS
- * PASS OUT GIFT EXEMPTION CARDS
- * GET GROUPS OF PEOPLE TO RIDE THE ESCALATOR UP AND DOWN ALL DAY
- * PASS OUT APOLOGY HOLIDAY CARDS TO SALES ASSOCIATES, EXPRESSING SADNESS THAT THEIR EMPLOYERS DID NOT VALUE THEIR HOLIDAY AS MUCH AS THE CONSUMERS'.
- * DRESS UP LIKE SANTA CLAUSE AND EXPLAIN TO PEOPLE THAT THIS YEAR, THE NORTH POLE WAS FORECLOSED ON, AND ALL THE ELVES ARE LIVING ON UNEMPLOYMENT AND FOOD STAMPS.
- * PASS OUT FLIERS TO PEOPLE, OR PLACE THEM STRATEGICALLY IN PLACES AROUND THE STORE. PLACE THEM IN PILES OF CLOTHES, INSIDE SHOES, ETC.

ALL OF THE ACTIONS THAT YOU AND YOUR FRIENDS TAKE SHOULD BE NON-VIOLENT AND REPRESENTATIVE OF THE OCCUPY MOVEMENT. WE'RE NOT HERE TO ATTACK PEOPLE FOR SHOPPING, BUT TO RAISE AWARENESS OF THE ISSUES AND SLOW DOWN THEIR DAY A LITTLE. FIND A CREATIVE WAY TO LABEL YOU AND YOUR TEAM AS OCCUPIERS. KEEP IN MIND THAT GOING IN WITH A PROTEST SIGN WILL LIKELY RESULT IN YOU BEING ASKED TO LEAVE BEFORE YOU CAN COMPLETE THE ACTION.

11/24-

9 PM- OCCUPY THE LINES

EDGEWOOD SHOPPING CENTER, 1210 CAROLINE ST. NE

11/25-

12 PM- OCCUPY THE SHOPS-

ATLANTIC STATION, 1380 ATLANTIC DR.

3 PM- REALLY REALLY FREE MARKET

TROY DAVIS/WOODRUFF PARK, 91 PEACHTREE ST.

ATLANTA'S REALLY, REALLY FREE MARKET!

IMAGINE A BLACK FRIDAY OF SHARING,
INSTEAD OF SHOPPING!

MAY YOUR DREAMS COME TRUE



WHERE AND WHEN?:

-TROY DAVIS PARK

(WOODRUFF PARK - ON THE CORNER OF
EDGEWOOD AND PEACHTREE)

- 3:00PM

Have skills?: We all know something useful. Think about something you know about or know how to do that a lot of people have trouble with and do a free workshop on it! Come up with an outline at home and bring supplies if needed! Economics, feminism, environmentalism, changing tires, bicycle repair, juggling....

Food is always, *always*, appreciated.

HOW TO PARTICIPATE!

Don't we all have stuff *that we do like* but just don't use anymore, for some reason? Or maybe that old shirt we like doesn't fit anymore? Maybe someone else has a better use for this stuff and maybe we can find good use for stuff other people bring!

Just a few rules: Trading (barter etc.), buying, and selling are *STRICTLY FORBIDDEN*. This is a community event, not a time for corporate sponsorship or political opportunism. Regular people organize this and regular people participate. Everything for everyone! Drop your stuff off and take anything you see that you like!

EVERYTHING IS FREE WHEN WE SHARE IT.

6 PM- OCCUPY THE MALLS

LENOX MALL- 3393 PEACHTREE RD. NE

For unlimited time!

Have everything for absolutely free, at the low cost of everyone else's livelihood!

HOW TO QUALIFY:

- Banks and corporations qualify immediately.

In 2009, Bank of America paid \$0 in income taxes, despite receiving federal bail out money. Between 2008, and 2010, despite receiving billions in federal funds, Boeing also didn't pay any income taxes. Similarly, Citigroup paid a whopping \$0.00 for their third quarter of 2010 - but the CEO, alone, made 9.5 million that year. This isn't an accident. The government exists to ensure that their buddies who own all of the largest firms make as much money as possible - this money is then filtered back to the legislators who voted in the pro-business bills and this is how American Democracy functions.

<http://boingboing.net/2011/02/27/why-are-americas-lar.html>

-All military contractors qualify.

Halliburton made 17.2 BILLION DOLLARS from 2003 to 2006 on the Iraq war. Needless to say, many members of the board are former politicians; they get these no-bid contracts, where they are guaranteed to make more than market value on the lives of Iraqi children, as some kind of perverted severance package for the years they spent drafting up unfair laws. Everyone wins, except for you, that is! But since they own the companies, they should be able to do whatever they want with their money, right? Isn't that fair? Blackwater was guaranteed to make at least twice their overhead in these types of government contracts. Wouldn't you love that kind of security for your job?

No matter how hard you work, no matter how much school you go to or how good your grades were, no matter how nice you are or how many times you went to bed hungry...everyone already knows it and now we are just here to say it out loud: if you don't know someone rich, or if you aren't already rich, especially in the face of budget cuts and austerity measures, you can expect the system to help you provide yourself

\$0.00

absolutely nothing. So much for "change" and "hope" - looks like we are going to have to find answers somewhere else.
Occupy Everything.

MIKE CHECK

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today in our global economy

the only vote that counts

is the one we make

with our dollars

every dollar we spend

is an opportunity to vote

on the values

that are important to us

do we value corporate greed?

do we value cash snatching CEO's?

do we value sweat shops?

do we value endless war

do we value more crap

OR

do we value our local community?

do we value jobs for america?

do we value human rights?

do we value mother earth?

do we value peace and justice?

WHAT DO YOU VALUE?

EVERY DOLLAR IS A VOTE

MIKE CHECK

MIKE CHECK

Why should we buy nothing?

When it comes right down to it, it's not that we believe a single day without shopping

makes a big enough impact in itself.

But if we stop and think about it for a day, we might find out that

we're more deeply tangled

in the dragnet of consumerism than we imagined.

This knowledge could be life-changing.

If we dissect our spending habits

we'll see how we have a significant local effect.

But we are part of the big picture as well,

and if we take a stand others will as well

and we can see that impact on a global scale.

If we buy nothing for just one day,

perhaps we'll realize the true value of watching

HOW we spend.