

News

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Vocabulary

- Rake in - заработать
- E-commerce – электронная торговля
- Soared – возросли, взлетели, выросли
- Blitz – Блиц (молниеносный, быстрый, например: молниеносная распродажа)
- Bonanza – золотое дно
- Epitomize – воплощать
- Carbon dioxide emissions – выброс углекислого газа

The biggest shopping day on the planet raked in an eye-popping \$25.4 billion

- Chinese e-commerce giant Alibaba said Saturday that sales soared past \$18 billion after just 13 hours of the retail blitz known as Singles Day, eclipsing the \$17.8 billion it managed in the full 24 hours last year.
- Singles Day, a bonanza of online spending in China, has for years racked up more sales than Black Friday and Cyber Monday combined.
- Earlier in the day, Alibaba said eager shoppers had managed to spend **\$1 billion** in just 2 minutes.



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- Singles Day started out as an informal holiday in China celebrating single people on a day that epitomizes not being paired off: 11/11. Alibaba turned it into a festival of discount deals in 2009.
- And while Singles Day still mostly targets Chinese consumers, it's also increasingly spreading to other countries, experts say.
- The event is also evolving beyond its original conception as an online shopping spree.



11.11
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- But beyond the blockbuster sales, Singles Day also creates an enormous amount of waste.
- Greenpeace said the manufacturing, packaging and shipping linked to the event produced 258,000 tons of carbon dioxide emissions last year. It would take about 2.6 billion trees to absorb it all.
- The environmental activist group estimates this year's shopping blitz is on track to leave an even bigger carbon footprint.



Questions

- 1. What is the main idea of Singles Day?
- 2. Who are the most targeted customers?
- 3. How does this event affect the environment?