



For Immediate Release

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## **The “Prime” time to shop returns**

Amazon brings back its staple Prime Day event for the second time this year.

**SEATTLE (Sept. 26, 2022)** – For the first time in Prime Day history, Amazon is hosting Prime Day twice in one year. Deals are in demand all year round, and Prime members can look forward to major savings from Oct. 11-12. Prime Early Access Sale participants will get a head start on shopping ahead of Black Friday and the fast-approaching peak holiday season.

Prime members who shopped during the earlier July 12-13 deal event can expect the October sale to run the same way. Across the 48-hour period, many products will drop to their lowest prices of the year. Although shoppers without a Prime membership can still access the website during the event, Prime subscribers have exclusive access to hundreds of thousands of discounts.

“For any fellow parents who celebrate big gift-giving holidays in the winter months, they may relate to buying gifts during our July Prime Day sale and then storing them away from their loved ones for the better half of a year,” said Jamil Ghani, vice president of Amazon Prime. “When we were thinking of ways we could better support our Prime members, we thought to revive the sale everyone loves the most during a different time of the year. Our Prime members enjoy fast, free delivery and big savings 365 days a year, but our Prime Early Access Sale will maximize discounts during this very popular shopping season.”

Shoppers can await serious deals across all departments, whether it is kitchen accessories, home entertainment sets, or beauty favorites. Some highly discounted and anticipated items during the Prime Early Access Sale include:

- Ultra-convenient house cleaning products, such as Shark and iRobot vacuums

- Dolls and toys from coveted brands, such as Hasbro, LEGO, and Barbie
- Hygiene and personal care products, such as electric toothbrushes and face cleansers
- Kitchen appliances from Keurig, Ninja, and Vitamix
- Premium mattress toppers and pillows
- Peloton exercise equipment and apparel
- Headphones, earbuds, speakers, and Echo devices to elevate listening experiences

Amazon Prime is a paid subscription service from Amazon which is available in various countries and gives users access to additional services otherwise unavailable or available at a premium to other Amazon customers. Services include same, one- or two-day delivery of goods and streaming music, video, e-books, gaming and grocery shopping services. In April 2021, Amazon reported that Prime had more than 200 million subscribers worldwide.

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