

# Amazon continues 'Black Friday-worthy deals' with Holiday Dash sales event after record Prime Day

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Amazon's record-breaking Prime Day is over, but the early holiday deals continue.

Two days after the members-only shopping event, the e-commerce giant announced the kickoff of its "Holiday Dash" sale Friday with more than a million deals worldwide throughout the [holiday season](#).

The deals posted at [Amazon.com/holidaydash](https://www.amazon.com/holidaydash) include "deep discounts from [small businesses](#) and top brands" across multiple categories from toys to fashion, electronics, home, kitchen and beauty.

"Amazon is committed to making it easier than ever for our customers to save big this season with our Holiday Dash deals event," the company said in a statement to U.S. TODAY. "We're excited to give our customers more time to shop and save this year by offering Black Friday-worthy deals dropping daily, starting now."

The deals included on Amazon's long list of holiday specials will be available at various dates and times, while supplies last. Aside from savings on

items, there are discounts on services including Amazon Music, Audible Kindle and Prime Video.

Amazon's extended holiday return period has also begun. Most items shipped now through Dec. 31 can be returned until Jan. 31, 2021.

## Prime Day 2020 had record sales

Amazon helped to kick off the holiday shopping season early with Prime Day after delaying its annual sale from July until October amid the coronavirus pandemic.

Jeff Wilke, Amazon CEO Worldwide Consumer, said in a news release Thursday that Prime Day was a record-breaking event for third-party sellers, most of which are small and medium-sized businesses.

Sales surpassed more than \$3.5 billion on the two-day Prime Day, an increase of nearly 60% from last year, he said.

"We're also proud that Prime members saved more than \$1.4 billion, and we look forward to providing more opportunities for our selling partners to grow and customers to save throughout the [holiday season](#)," Wilke said.

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