February's Biggest Deals Will Have You Seeing Red, White and Blue - and Maybe Love, Too

AUSTIN, Texas, Feb. 6, 2018 /PRNewswire/ -- Most shoppers spent the month of December frantically purchasing gifts for loved ones and January making returns and taking advantage of after-Christmas sales. Come February, the last thing anyone wants to do is shop. Sara Skirboll, the Shopping and Trends Expert at RetailMeNot, suggests taking a second to rethink your shopping hiatus as there are specific retail categories that offer tremendous savings all month long.



"With Valentine's Day, the biggest NFL game of the year and the Olympics taking place all month long, it's a good month to consider buying a few specific things like home upgrades, big screen televisions and if you are in the market – even dating services. Plus, with the long Presidents Day weekend, shoppers won't want to miss out on several opportunities to save on historically discounted items like mattresses."

Farewell, Winter Clothing
As we start to bid farewell to the winter season, sales begin to warm up for all things spring. Retailers will roll out their new season apparel and get shoppers ready for the warmer weather. The three-day Presidents Day weekend is a great opportunity to get out of town, but it's also an excellent time to shop. This holiday brings significant discounts as a way of clearing shelves and making space for new inventory.

- **Macy's**: Up to $30 cash back
- **Kohl's:** Up to 70 percent off clearance

Home Upgrades
Presidents Day can also offer savings on home goods of all kinds. Sales for different types of bedding continue into this month, as well as deals and steals for bath items, furniture, bakeware, small kitchen gadgets, cookware and appliances. It is prime time for shoppers to get their homes in tip-top shape with new items before they tackle spring cleaning in the coming months.

- **Bed Bath and Beyond:** Up to 30 percent off clearance furniture and up to 50 percent off select outdoor and dining accessories
- **Wayfair**: Up to 70 percent off Big Rug sale and 60% off select cookware

Support the Red, White and Blue
While the biggest football game of the year may be over, the deals on sports apparel definitely aren't. Major savings are available on all types of licensed team gear, whether your team made the Super Bowl or not. And for the other type of patriot, those who support Team USA, Olympics gear is on sale now as well.

- **Dick's Sporting Goods:** Up to 75 percent off clearance apparel and more and up to 50 percent off team sports and more
- **Fanatics:** Up to 50 percent off licensed team gear and $5 cash back on $80 or more

Tune Into Television Deals
Attention sports fans: Deals on electronics are not strictly reserved for Black Friday! The Winter Olympics are running all month long and TV manufacturers use that big-time event to highlight big savings on big-screen television sets. Another reason for the markdowns is that new models will be released in March and April.

- **Amazon:** Up to 70 percent off electronics
- **Best Buy:** Get best-selling TV"s under $500

Swipe Right for Savings
Between family, friends, work and all the other things called "life," it can be hard to find — and keep — a partner. Online dating sites and apps can help, especially since the peak of dating season is just around the corner. As users on all platforms scramble to find a match, dating sites can offer up to 75% off enrollment fees to encourage those looking for love. As technology seems to gain a presence in every area of life, online dating is now among the most popular ways for couples to meet.

- **EHarmony**: 60 percent off 6-month membership (with code)
- **Match.com:** Up to 74 percent off when you subscribe

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