

A Very Capitalist Christmas

Less Love, More Cash

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Sleighbells ringing, mistletoe hanging, and wallets crying. Christmas is right around the corner, stores are putting up decorations, houses are covered in bright, colorful lights, and there is a tinge of pure joy fills the air. The holiday is over 1700 years old, and it has survived so many of humanity's hardships and struggles. Christmas is one of, if not the most important holiday for many. However, year after year, it is shifting into something different. Something more tangible.

Each year, stores and companies promote Christmas early and earlier. The holiday season is America's biggest spending time of the year. And companies notice this. Researchers from Yale Daily News have found the reason for the 'Christmas push'. Companies are trying to maximize profit, meaning before one can finish their pumpkin spice latte, you can

walk across the store and see what looks like a Christmas wonderland of decorations.

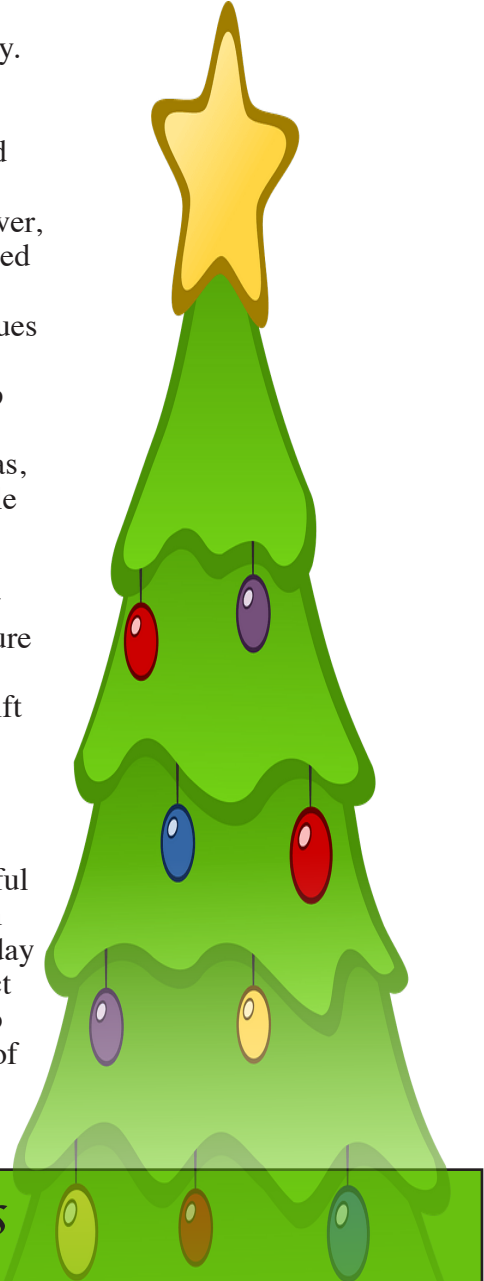
It is not just the early promotions that has begun to change, it is the premise. of Christmas is for family, giving, and the joy of being with the ones people love the most. But Christmas is just capitalism. Capitalism can be described as an economic system where private individuals and companies own and control the means of production, rather than the government. America is entering late stage capitalism. This could mean that most day to day activities involve spending money. And unfortunately, the holidays are when you spend the most of it. Moreover, Nerdwalled states U.S. adults will spend a collective \$242 billion on holiday gift shopping. Shifting this once giving and joyful holiday into a sinister greed filled holiday.

Buy! Buy! Buy! Companies scream at their consumers. Not many people can remember a time in their adult lives

when they weren't stressed out financially for the holiday. Christmas used to be about being grateful for what one has and experiencing joy and love surrounded by family members and friends. However, Christmas today is about greed and how much one gets.

Nowadays, christmas values include money more than family. For example, Gallup states Americans spend on average of \$778 on Christmas, that is more than some people even have. This ultimately makes the act of celebrating Christmas a luxury for many people. The competitive nature of gift giving puts a wedge between people. Recently, gift exchanging has been more about the monetary value of something rather than the sentimental value. This mentality proves to be harmful as it can take you away from the true meaning of the holiday and family. It is time to reject the idea of capitalism and go back to to the true meaning of Christmas.

Photos from Shutterstock



Most popular Christmas gifts



Wobbles
Crochet kit-
\$29.96 on
Amazon



Apple
Airpods 3-
\$199 on
Amazon



Kendra
Scott Eliese
Necklace-
\$49.95 on
Amazon



Bedsure
Heated
Blanket -
\$45.99 on
Amazon
-Information &
Pictures from
Good House
Keeping

The Wonderful World of DoorDash

What is it? Why is it so popular?

Photos from Doordash

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Since the industrial revolution, people have been finding ways to make life as easy as possible with technology to do menial tasks for us. DoorDash is a company that prides itself on making life easier for its consumers. With the click of a button, people can get whatever they desire delivered to their house, at a price. However, despite the questionable cost of delivery, DoorDash's numbers continue to grow, making it one of America's biggest companies.

Let's face it, DoorDash makes life easier. According to Start.io it is most popular with the younger generation of workers who simply don't have the time to set up a meal plan and cook before or after their shift. It is even therapeutic to get home from a long day of school or work and order your favorite food with a press of a button, without having to go through the hassle of cooking

a whole meal when one is already exhausted and needing something fast.

"I like that my food comes fast," stated Junior Jasmine Ross.

According to an article by MoneyWise, DoorDash had a huge spike in sales in 2025, doubling its revenue from previous years. This is because of its smart tech-driven logistics, expanding beyond restaurants into groceries, tapping into new user bases like older adults, leveraging machine learning for efficiency, and strategic partnerships, cementing its market leadership despite competition and operational complexities.

One way that they strive is by opening up opportunities to dash more than just food.

"I like DoorDash because I can get hair dye delivered to my house," states Senior Ruby Nepper.

Despite being founded in 2012, the company didn't see much traction in its first years. DoorDash has surpassed countless delivery companies since its rise in popularity in 2020, which was largely the result of the Covid-19 Pandemic which left most

of the country stuck in their homes, bored, and in need of a pick-me-up.

However, 2024 was a turning point for the company. According to Business of Apps, the app achieved its first major yearly profit of \$117 million dollars in the beginning of the year before skyrocketing up to over a billion at the end of that same year.

Although the company is vastly loved by the younger generation, with a whopping 39.1% of users between the ages of 18 and 24, it is an older generation that dominates in sales, comprising a colossal 46.4% of users aged 25 to 34 for many reasons.

Many people find themselves simply too busy to go to the grocery store, let alone cook, in today's society. America loves promoting a grind mindset, which means that most workers are waking up and simply going straight to work and not getting home until late in the day, with little energy to make food. This is why DoorDash is so influential. It gives people more accessible meal options that won't take up too much of their time.

The company has gained some traction in the quaint town of Scottsbluff, Nebraska. However, it has brought conflicting feelings. Some students, like Jasmine Ross, find themselves regularly taking advantage of the speedy delivery time.

However, some people believe that the service is simply too expensive to use regularly.

"I use it sometimes, but it's too expensive," states teacher Beth Muhr.

Contrasts bring light to the complexity of the app and the good sides as well as the questionable ones. No matter what one thinks about the service and what the service has done for them, no one can't deny the impact that it has on society. One can only wonder what the future holds for the company and how it will continue to make its mark.



Top dashed Restaurants in Scottsbluff and Gering

Antonio's Taco Shop

Gering Bakery

Luna Bean Coffee House



Photos from Yelp



Tea and Tiaras

Drill Team hosts Princess for a Day Fundraiser.

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Growing up, young girls often dream of being princesses. They watch Cinderella and wait for their ball with their beautiful gown, or they watch Rapunzel and hope for a prince to come take them away. Annually, the drill team hosts a Princess for a Day fundraiser to pamper young girls and give them their dreams of being a princess.

The drill team coach, Angie Hinze, enjoys this fundraiser each year.

"The goal of princess for a day is to give young girls an opportunity to be pampered for a few hours. It is a great time for them to spend time with the drill team girls and have some fun!" Hinze says.

The drill team girls get the opportunity to spend time with young girls who may end up taking over their positions when they grow up. These girls get to have fun for the morning with classic comfort activities.

"The girls really enjoy spending time with the little girls. Many of the littles girls are friends and relatives of the drill team, so they enjoy the time. They also meet many new girls. The little princesses will get their nails painted, face painting, a tea party, dress up and fashion parade, story time, crafts, and games," Hinze explains.

Princess for a Day was hosted on Feb. 13 from 9-11 A.M., and girls K-5th attended for \$30 a piece. This fundraising helps the drill team with their season.

"The money for this fundraiser and all fundraisers goes to our trip to Nationals in Florida," Hinze says.

In addition to being pampered and meeting the drill team, the girls get to learn healthy habits that they can take with them growing up.

This is an opportunity for the drill team girls to talk to the little girls about important things in life like healthy living, getting good grades, being kind, having fun, and a lot of other life lessons," Hinze says.

Junior Brianha Nation is one of the drill team members who gets the chance to hang out

with the young princesses.

"Princesses for the day is so that little girls can have fun and have a magical Friday. This activity helps us drill team members to connect with the younger girls and be involved in the community," Nation explains.

Nation encourages parents to sign their daughters up for this fun activity next year.

"They should sign up their kids for Princess for a Day if they want their daughters to have a fun-filled day of being a princess," Nation says.

Tea parties, treats, face painting, beautiful nails, and more! These princesses get to have a relaxing, fun-filled morning with role models from the high school.



Paint it up! Bianca McDonald is doing face painting with the young princesses.

Group Photo- Olicia Salisbury, MArissa Huan, Pricilla Linz, Kyndal Burgner, Addisyn Kersenbrok, Alina Scott, Bianca McDonald, Annastyn Fisher, Natalie Larsen, Brianha Nation, Natalie Beck, and Bristol Huff together with their own princess dresses. Courtesy Photos