LOWE'S UNVEILS HOLIDAY 2026 LINEUP WITH NEW GIFTS AND DÉCOR, MYLOWE'S REWARDS PERKS AND WEEKS OF BLACK FRIDAY SAVINGS

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Holiday finds available now, seasonal savings starting Oct. 29 and more benefits for MyLowe's Rewards members give customers more time and ways to shop, save and celebrate

MOORESVILLE, N.C., Oct. 8, 2026 /PRNewswire/ -- Holidays have arrived at Lowe's earlier than ever, with stores nationwide ready to help customers spend less time stressing and more time celebrating. From larger-than-life characters and nostalgic décor to gifts for everyone on the list and weeks of savings, Lowe's brings together the products, home expertise, value and shopping convenience customers need to take on the whole holiday season in one place.

Lowe's is kicking off Black Friday deals Oct. 29, four weeks before Black Friday, alongside more benefits for MyLowe's Rewards and MyLowe's Pro Rewards members throughout the season.

"The holidays should be about enjoying your home, not stressing over everything it takes to get it ready," said Jen Wilson, executive vice president, chief marketing officer at Lowe's. "Whether customers are decorating, hosting, finding the right gift or tackling that last project before guests arrive, we want to make every step a little easier so they can spend less time getting ready for the holidays and more time enjoying them."

Here's what customers can expect from Lowe's this holiday season:

- **More ways to gift:** New and unexpected gifts for homeowners, Pros, kids, pets and more.
- **New and nostalgic holiday décor:** Fresh finds, returning favorites and larger-than-life characters for every decorating style.
- **Weeks of holiday savings:** Black Friday deals starting Oct. 29, 12 Days of Deals, extended Cyber Deals and December Deal Drops.
- **More perks for members:** Earn MyLowe's money, get free same-day delivery^ on eligible items, free member gifts, early access to deals and more throughout the season.
- **More ways to give back:** Opportunities to support Building Homes for Heroes in stores this holiday season.

Lowe's Expands Holiday Gifting with HomeCare+* and Gifts for DIYers, Pros and Pets

When it comes to gifting, Lowe's goes beyond tools with unexpected finds for kids, pet lovers, DIYers, Pros and even the person who seemingly has everything:

- Give the gift of fewer to-do's with a **HomeCare+ gift card***. For $99 per year, homeowners can get help twice a year with up to seven essential home maintenance services, including air filter replacements, dryer vent cleaning and more, completed by trained Lowe's associates.
- From **Kobalt Mini Toolboxes** and mini tools to new DEWALT nailers and CRAFTSMAN favorites, Lowe's has gifts for DIYers and Pros across price points, with more ways to save throughout the season.
- Find toys, beds, apparel and gifts from Lowe's **Heart & Herd** pet brand, so four-legged family members can join the holiday fun, too.

From finding the right gift to checking off the rest of the holiday list, Lowe's is helping make the season easier from start to finish.

New Lowe's Holiday Décor Brings Nostalgia, Larger-Than-Life Characters and Exclusive Finds

Lowe's is adding even more to its holiday décor lineup this season, with new additions to customer-favorite collections, returning characters and fresh finds for every decorating style.

- **Holiday Living** favorites include the New Kensington and Real Feel tree collections, featuring a variety of tree sizes, wreaths and garlands. New finds include vintage-inspired trees, lights and glitter sparkle lights.
- The *Rudolph and Friends* collection is expanding with **new Sam the Snowman and Clarice** décor, available online only, alongside returning favorites **Bumble**, Hermey the Elf and Yukon Cornelius.
- **The Elf on the Shelf®** is also back at Lowe's with even more ways to join the holiday fun. Alongside the classic 10-inch Scout Elf and Lowe's Toolbelt Outfit, shoppers can find new friends, new outfits and a larger-than-life 5-foot poseable Elf on the Shelf, bringing the holiday tradition from the shelf to the front yard.

For even more help planning the season, **Mylow, Lowe's AI-powered assistant**, can help customers organize hosting checklists, decorating plans and everything they need for the holidays.

Lowe's Black Friday Savings Begin Oct. 29, with More Holiday Savings Through Christmas Eve

Beginning Oct. 29: Four Weeks of Black Friday Deals
Lowe's kicks off four weeks of Black Friday deals across tools, holiday décor, appliances, outdoor power equipment and more. Customers can find gifts for every budget through 'Gifts Under', along with special offers featuring free products with select purchases from top tool brands.

Beginning Nov. 16: 12 Days of Deals
New this year, Lowe's is expanding its annual 10 Days of Deals to **12 Days of Deals**, with new savings opportunities each day leading up to Black Friday.

Thanksgiving Week: Lowe's Biggest Black Friday Savings
Lowe's biggest savings of the season arrive Thanksgiving week across appliances, tools, holiday décor, outdoor power equipment and home improvement essentials.

Lowe's stores will remain closed on Thanksgiving Day so associates can spend time with their loved ones, while customers can continue to shop online-only deals.

MyLowe's Rewards and MyLowe's Pro Rewards members will also receive **exclusive early online access to Black Friday Doorbusters one day before they become available to everyone on**

Nov. 27, with limited time offers including:

- Savings on select major appliances, plus additional savings and benefits on qualifying purchases.
- Savings on power tools, tool sets, storage, project essentials and more from top brands including DEWALT, Kobalt and CRAFTSMAN.
- Savings on select pre-lit artificial Christmas trees, plus limited-time savings on Holiday Living lights, garlands and outdoor décor.
- Savings on select flooring, cabinets, ladders, paint and more.

Dec. 3–24: December Deal Drops
Beginning Dec. 3, **December Deal Drops** will bring customers fresh opportunities to save on gifts and holiday essentials all the way through Christmas Eve.

MyLowe's Rewards Members Get More Throughout the Holiday Season

MyLowe's Rewards and MyLowe's Pro Rewards members can unlock even more throughout the season, with ways to earn MyLowe's money, exclusive benefits, free member gifts, early access and more:

- In November, MyLowe's Rewards members get early access to **new Traeger grills** and accessories on Lowes.com and can activate to earn 3X points on eligible Traeger purchases.
- Early access to **Black Friday Doorbusters**: Members can shop online one day before Doorbusters become available to everyone on Nov. 27.
- Members can get **free same-day delivery^ on eligible purchases** throughout the season.
- Plus, members can register their mini builders for festive, hands-on Lowe's Kids Workshops, including the Holiday Engine on Nov. 14 and Holiday Trolley Car on Dec. 12, designed to inspire creativity and holiday fun.

Customers can shop Lowe's full holiday assortment and latest savings at **Lowes.com** or Lowe's stores nationwide beginning today. Lowe's stores will also remain closed on Christmas Day, giving associates time to celebrate with their loved ones.

Lowe's is proud to support **Building Homes for Heroes** this holiday season. From November 25 through December 21 in store customers can donate $1, $3 or $5 in honor of a veteran at checkout. Customers may then place their tags on the holiday tree in store. All proceeds will benefit Building Homes for Heroes.

*Subscription required. Available in select zip codes only. Cancel anytime. Terms & service restrictions apply. Details at Lowes.com/HomeCareTerms. Subject to change.
^$25 min & loyalty membership required. Order eligible items by 2pm. Subject to weight & size restrictions and availability. Terms at Lowes.com/ShippingTerms.

About Lowe's

Lowe's Companies, Inc. (NYSE: LOW) is a FORTUNE® 100 home improvement company with total fiscal year 2025 sales of more than $86 billion. Lowe's employs approximately 300,000 associates and operates over 1,750 home improvement stores, 540 branches and 120 distribution centers. Lowe's is a core value S&P 500 equity stock and a dividend aristocrat. Based in Mooresville, N.C., Lowe's supports the communities it serves through programs focused on creating safe, affordable housing, improving community spaces, helping to develop the next generation of skilled trade experts and providing disaster relief to communities in need. For more information, visit Lowes.com.

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