Hurricane Sandy Won’t Stop the iPad Mini Launch

Hurricane Sandy [1] crippled most of New York City when it rolled into town earlier this week, but that won’t stop Apple [2] from continuing with its highly-anticipated iPad mini launch on Friday at its flagship location.

Although the city’s Metropolitan Transit Authority (MTA) transportation has been running limitedly — preventing many commuters from getting to work and where they need to go — the company is continuing with the iPad mini launch as planned. An Apple spokesperson confirmed to *Mashable* that the launch at the Fifth Avenue location is still on, while an employee there said the event will start at 8 a.m. ET. (Note: Only one person was waiting in line as of noon on Thursday).

According to The Huffington Post *[3]*, Apple is shuttling employees to its Fifth Avenue store location in Manhattan. The company hired Mercedes-branded buses on Wednesday to pick up staffers from Williamsburg, Brooklyn and Astoria, Queens, and offered to reimburse costs to get to the bus station. About 15 employees from Brooklyn took advantage of the bus.

The company has not yet responded to a request for comment.

At the Fifth Avenue location, swarms of people — most likely evacuees from other parts of the city — hovered around outlets and charged their devices. Power is still out for a large portion of New York City residents.

At this point, it’s unsure how events surrounding this week’s events will impact sales in the Northeast.

Read More [4]

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