

No Tricks, Just Tips for Great Halloween Celebrations

(NAPSA)—The traditions of choosing costumes, buying candy and carving pumpkins make Halloween a favorite holiday for many—children and adults alike.

According to Hallmark, October 31 is the third largest party day in the United States, behind New Year's Eve and Super Bowl Sunday. More than 50 million Americans—about 90 percent of families with children up to age 12—participate in Halloween, many by hosting or attending parties.

“Whether you're planning a party for children at school, co-workers at the office, or family and friends at home, getting into the Halloween spirit is easy,” says Sheneka Winston, Hallmark Halloween expert. “You don't have to think up a theme, the colors are decided, it's simple to scare up a menu, and goblins of all ages can join in the fun.

“Choose paper party products to make the clean up just as easy,” Winston says. “Invitations and accessories should fit the mood of the party and ages of the guests.” Hallmark offers festive partyware designs such as Pumpkin Patch and Spooky Scooby-Doo, as well as coordinating solid colors and favors. “Placing snacks such as popcorn, chips and candy in Halloween dishes or gift bags around the room will encourage guests to mingle during the party,” she adds.

Indoor and outdoor decorating for Halloween is growing with more people using decorations that can stay up throughout the fall. The Halloween Association reports that about 85 percent of Americans decorate their homes for the holiday.

“Even those who don't dress up in costumes want to dress up their homes or offices, just for the fun of the season,” Winston says.

Hallmark has more to offer this Halloween in home décor and gifts than ever before, including enamelware containers for holding



treats, decorative tea-light and votive candle holders, metal cut-outs for doors or windows, and talking plush items.

The mailbox also gets its share of attention in October. Halloween is the eighth largest card-sending holiday with around 24 million cards exchanged each year, and more than 80 percent of those are mailed.

“Sending a card with photos of the kids in costume is a wonderful way to include grandparents and other family members who live too far away for trick or treating,” Winston says. “Halloween is a great time to send a card to keep in touch with friends, too.”

Hallmark has 13 new glow-in-the-dark Halloween cards with frightful, funny and friendly designs. Also new this year are Harry Potter cards featuring the adventures of Harry and friends—great for Hogwarts fans. Halloween Warm Wishes cards, priced at 99 cents, and Shoebox humorous cards may make it simple to find just the right Halloween greeting.

These and more Halloween products are available nationwide at Hallmark Gold Crown stores and other locations where Hallmark is sold.