

HAUNTINGLY GOOD HALLOWEEN FUN



Dress Up And Get Down This Halloween

Consumers To Spend More Than \$1 Billion On Costumes

(NAPSA)—Americans love to dress up and celebrate Halloween. Findings from the National Retail Federation (NRF) Halloween Consumer Intentions and Actions Survey show more than half of consumers, 52.5 percent, plan to celebrate Halloween. And it's not just renting a scary movie and handing out candy. More than ever, adult consumers are purchasing costumes for their Halloween celebrations. According to the NRF, consumers will spend approximately \$1.15 billion on costumes, with 53.3 percent of consumers planning to buy a costume for Halloween.

Good Halloween costumes are memorable and spark conversation. Bad costumes can turn your Halloween celebration into a nightmare. At one time or another, nearly everyone has tried making a costume. Often, the finished product is a far cry from the original vision. Common costume blunders include costumes that are cumbersome, incomplete, awkward or sight prohibitive. If this sounds familiar, maybe this is the year to purchase a costume.

A new Web site from the makers of Captain Morgan Original Spiced Rum®, www.captainyourhalloween.com, hopes to reduce the number of costume blunders this Halloween by offering a collection of whimsical prepackaged costumes. It's inspired by the unofficial new spirit of Halloween, Captain Morgan—the tall, dark and handsome legendary ambassador of fun and adventure. By hooking up with Captain Morgan, consumers can enjoy the fun that is embraced by millions of Americans as the Halloween party season continues to grow in popular-



A whimsical costume, such as the Devil Egg, can be a crack-up for Halloween fun.

ity and participation. The Web site also offers creative cocktail recipes, party suggestions and, for those really running late, a collection of humorous last-minute costume suggestions.

All dressed with plenty of places to go? Because more and more adult consumers celebrate Halloween, the holiday has moved from a one-day event to a monthlong celebration. Halloween now creeps up in early October and by midmonth the calendar is filled with costume contests, parties, parades and festivals.

America boasts the greatest Halloween celebrations in the world, including New York's Village Parade, drawing 45,000 marchers and more than 2 million spectators, and Key West's notorious Fantasy Fest™. E! Entertainment Television's "Wild On" Travel Guide described Fantasy Fest as the "biggest Halloween celebration in the world and must be seen to be believed."

Regardless if you entertain at home or you hit the road in search of Halloween fun, remember to drink responsibly.