

Pointers For Parents

Make Halloween Sweet And Safe For Kids

(NAPSA)—Halloween doesn't have to be scary for parents. Keeping kids safe during the holiday season is a priority for Dunkin' Donuts, America's largest donut and baked goods chain, which has launched the national Mind Your Munchkins Halloween Safety Program, designed to educate parents and their children on important Halloween safety tips.

The program, which runs throughout October, is produced in partnership with the United States Consumer Product Safety Commission (CPSC).

A key tool of the program is a colorful flyer from Dunkin' Donuts that contains CPSC's Halloween safety tips (in most areas, the Tip Sheet will include a coupon for a free donut). The Tip Sheet will be available at participating Dunkin' Donuts shops. Information about the program and how to order materials can be found online at www.dunkindonuts.com.

Some of the tips include:

1. All costume elements should be made of flame-resistant fabrics.
2. Always accompany your young Munchkins on their trick-or-treating route.
3. Costume elements should be light-colored and/or decorated with reflective tape that will glow in the beam of a car's headlights.
4. Get creative—create a costume using makeup instead of a mask. If you do use a mask, make sure the eyeholes are large to allow full vision.
5. If your older trick-or-treaters go out without an adult, they should always be in a group



and you should know their route.

The Mind Your Munchkins program also includes police officer-led safety seminars at elementary schools, community centers and at select Dunkin' Donuts shops.

The Halloween safety initiative is part of the Dunkin' Donuts WEE CARE: Community Partnership for Children. Introduced in 1998, WEE CARE works with community leaders and individual neighborhoods to protect and nurture the area's youth.

Dunkin' Donuts is the largest coffee and baked goods chain in the world. With 5,000 combined locations in the United States and 35 countries around the world, it has established a worldwide reputation for quality, freshness and convenience. Dunkin' Donuts USA is based in Randolph, Mass., and is a wholly owned subsidiary of Allied Domecq PLC.