

It's All About *The Party*

Parties Rooted In American Culture And Growing In Popularity

(NAPSA)—While the goals and desires of American women change with the times, some things remain constant. American women continue to balance a busy work/life schedule to spend more quality time with family and friends. They love all that's stylish, yet cherish what is timeless. Today's woman is busier than ever and when seeking a simple way to have fun with family and friends, she finds the same solution that women have found for generations—Tupperware parties.

Since the first Tupperware party in 1948, Tupperware has provided American women with a flexible and rewarding way to have it all—a great atmosphere, delicious food and the opportunity to enjoy their favorite products. Today, parties are as popular as ever! According to a recent poll conducted by the company, 72 percent of American women have attended a Tupperware party, with 34 percent having attended more than six!

Reportedly, 34 percent of American women have hosted a party and with the proper planning and a little creativity, anyone can host a great party. Tupperware offers the following tips to help everyone host the perfect party:

Find a consultant. Begin your preparations by locating a consultant in your area by calling 1-888-919-8099. Your consultant will be your right-hand, working with you to finalize the details, help set up, and when the guests arrive, your consultant will provide the demonstration that's right for you and your party guests.

Basics are a breeze. A Tupperware party can happen whenever and wherever you want it to, whether after work, at work or during the weekend. Make it easy for yourself and think about when your guests will be available. Your consultant will make sure the party fits right into your schedule! A product demonstration can be as long or short as you'd like—it's all up to you. Keep track of schedules, to-dos and RSVPs so that all details are taken care of.

Choose a party theme. This is your party and only you know what you and your guests will enjoy. From bridal showers and birthday parties to custom kitchen



Tupperware parties offer everything today's women want—a simple way to spend time with family and friends, a fun and lively atmosphere, delicious food and the opportunity to enjoy favorite products.

planning, there are a variety of themes available. Of course, you and your consultant can cook up your own ideas, too!

Be my guest. Determine whom you want to invite. Create attractive party invitations or try sending e-vites from Tupperware.com. Remind your guests to RSVP, so you can plan accordingly. Your guests will have multiple reasons for attending your party and they'll have a great time! Fifty-one percent of American women report the main reason for attending Tupperware parties is to gather with family and friends, while 38 percent attend primarily to purchase products. Ninety percent of respondents say they purchase products when attending parties.

Enjoy! There are many benefits to hosting a party. When asked the main reason for hosting parties, 36 percent of those polled report gathering with family and friends, while other respondents were closely divided between the financial rewards (27 percent) and purchasing Tupperware® products (25 percent).

A Tupperware party starts every two seconds somewhere in the world and it's no secret why. Women who host parties have a great time and are eager to entertain again—and many do! Sixty-three percent of Tupperware party hosts have had at least two parties and 24 percent have hosted at least five.