

The Active Consumer

Shop, Socialize, Relax—Good Times At Home Parties

(NAPSA)—Combining business and pleasure, shopping and socializing has become the answer for many time-strapped Americans. Home parties—social events where friends gather in private homes and see product demonstrations given by independent representatives—are now a favorite consumer pastime. According to the Direct Selling Association (DSA), about \$8.5 billion in goods and services are sold annually through home parties.

“The parties are fun and accomplish a lot at once,” says Amy Robinson, director of communications and media relations for the DSA. “When consumers have busy schedules, getting together with friends is one of the first things they stop doing. They focus on what they need to do and not what they want to do. Home parties let people feel good about shopping and socializing.”

Here’s what has many of today’s consumers so excited about the home party experience:

- **Socialize and relax.** Getting out of the house for an easy evening with friends and family is a big draw and it breaks up the daily routine.

- **Learn tips and tricks.** Whether the products on display are home décor items, candles or any of a wide range of choices, you’re sure to walk away with some new and useful information. For example, at PartyLite home parties, consumers learn that arranging candles of varying heights on trays creates more impact than using multiple candles of the same height. They also



Soaring in popularity, home parties allow consumers to socialize, shop and have a good time.

learn how to maximize a candle’s burning time and why it’s necessary to trim the wicks.

- **Personalized attention, educated professionals.** Product questions and concerns are answered immediately by consultants, unlike at a store where it might take a long time. Many consultants work with consumers to help them determine which products best suit their individual needs.

- **Free or discounted products.** Often, hostesses are rewarded with free or discounted products. PartyLite hostesses are treated to PartyLite shopping sprees based on guests’ total purchases.

- **Many party-goers also discover new careers as consultants.** No special experience or education is required, they are their own boss, make their own hours, are affiliated with a well respected company and enjoy almost unlimited professional and financial growth opportunities.

To learn more, visit www.partylite.com.