



Halloween celebration business on the go!

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Halloween has evolved from a single night of trick-or-treating into an extended celebration encompassing classroom parties, high school dances, sophisticated adult costume soirees... even workplace "hauntings." What started as a quest for candy has grown into an excuse for people of all ages to express their personal style and creative flair. According to Chris Riddle, Halloween trend spotter for LavaCards.com, this transformation has made Halloween the number one fall card and decorating holiday. He cited the following key trends for the 2006 Halloween season:

PR9.NET October 03, 2006 - New York - Scaring up sales Halloween is now the sixth-largest spending holiday after Christmas, (\$435.3 billion) Valentine's Day (\$13.19 billion), Mother's Day (\$11.43 billion), Easter (\$9.6 billion) and Father's Day (\$8.23 billion). Consumers are expected to spend more than \$3.3 billion on Halloween costumes, candy, decorations and cards this year, according to the National Retail Federation. The average consumer will spend nearly \$50 in holiday-related purchases.

Hip to Halloween: The biggest spenders –25 to 35 year olds – will spend an average of more than \$60 each on Halloween-related purchases. Over the past two years, the greatest growth in Halloween spending has occurred among 18 to 24 year olds who upped their spending by 30 percent last year and will spend more than \$50 on Halloween this year. This age group often likes the offbeat humor of the holiday, and LavaCards.com has created several new Halloween ecards with this in mind. One such card features two aliens on the front and says, "Life's weird. Halloween – it ain't for normal people."

Party time: Halloween is the third most popular adult party day in the United States, behind New Year's Eve and Super Bowl Sunday. From elaborate, themed costume parties to simple get-togethers with family and friends, Halloween is the kickoff to the fall entertaining season. Whether the theme is scary or more family-focused, American Greetings and Carlton Cards stores offer a wide variety of entertaining items and decorative pieces to add a bit of Halloween spirit to any space, like a spider web candelabra and dangling jingle bell spiders.

Family-friendly frights: More than 90 percent of families with young children will celebrate Halloween this year. Top ways to enjoy the holiday include trick-or-treating and costume parties at home or school. Parents and teachers searching for Halloween paper plates and disposable accessories that are festive, fun and appropriate for classroom or home will welcome DesignWare's collection, featuring designs such as friendly jack o' lanterns, smiling ghosts and cute children in costumes.

What's Hot for Kids: The National Confectioners Association reports that more than 36 million youngsters between ages of five and 12 will go trick-or-treating this year. The most popular kids costumes will likely include princesses for girls, superheroes for boys and favorite entertainment characters, like SpongeBob Squarepants and Dora the Explorer. The movie influence from summer flicks will also be strong with Captain Jack Sparrow, Superman and Spiderman all taking to the streets in search of treats. Whatever costume or character they pick, American Greetings has a card that will match with nearly a dozen designs for kids that feature a host of their beloved characters.

Not just for kids: About one-third of adults and more than half of young adults ages 18 to 24 will dress up this year, not only to take children trick or treating but also for their own office, neighborhood and family Halloween parties. Whether searching for a gory mask or a simple accessory to alter their appearance, there are more than 2,000 costume rental shops across the country where they can find the perfect fit, according to the U.S. Census Bureau. An adult costume party is the theme of a new line of Halloween cards from LavaCards.com that feature the likes of Frankenstein, his bride and cast of other characters having fun on Oct. 31. One says, "Get your freak on" while the other proclaims, "Ghouls just wanna have fun!"

Pumpkin power: Selecting the perfect pumpkin and carving jack o' lanterns are two of the most popular Halloween traditions. According to the U.S. Census Bureau, pumpkin farmers will produce nearly 1 billion pounds of pumpkins this year. Uncarved pumpkins with intricate hand-painted designs are popular fall home and exterior décor as well. With proper care and conditions, pumpkins can be displayed from October through Thanksgiving.

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About LavaCards.com

LavaCards.com is an online entertainment service provider. It has free ecards service along with free wallpapers, screensavers and videos.

Website: <http://www.lavacards.com>