



Red Hats and More Knows Women Over 50 Love Halloween

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Red Hat Society members are all about dressing up and having fun, so Halloween is an obvious favorite holiday.

PR9.NET October 16, 2007 - Rochester, MI - Halloween night isn't just for kids anymore, but also for a popular group of women over 50. As members of the Red Hat Society, these women prove year-round that playing dress-up isn't just for Halloween. In their signature purple and red outfits, Red Hatters are women who join together to live life passionately where there is fun after fifty (and before) for women of all walks of life.

"Halloween is a very fitting holiday for Red Hatters, who bond during this holiday and as they dress even more flamboyant than usual," said Pam Schenkel, president of the Rochester-based Red Hats and More, the leading retailer of Red Hat products with sales over \$1 million. Typically draped in colorful hats, jewels, feathers, boas, and sateen at events and parties, Red Hatters are all about "dressing up". "Our sales always reflect this trend in September and October as the ladies prepare for their Halloween festivities," added Schenkel. Hundreds of chapters across the U.S. will throw Red Hat Society Halloween parties this month—some bringing over 300 members together at once. Check your local newspaper calendars for one nearby.

Red Hats and More has attracted a large, interactive, customer-based community through online photo contests, blogs and newsletters. "Our Red Hat customers love to send us photos of themselves all decked out in their purple regalia—we pretty much live and breathe purple (and red) around here, so this season's "in color" is exciting for us and our customers," said Schenkel.

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About Red Hats and More (www.redhatsandmore.com)

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Red Hats and More (www.redhatsandmore.com) features over 1,000 items for Red Hat Society® members, a group of women over 50 who encourage fun, silliness and friendship. The online store is the leading retailer of Red Hat products with sales over \$1 million. Redhatsandmore.com provides a simple, convenient, and easy to navigate shopping experience with low ground shipping on most items. Purchases can be charged online with MasterCard®, Visa®, American Express®, and Discover®. Visit redhatsandmore.com for more information, or call us at 1-877-733-4288.

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