



FOR IMMEDIATE RELEASE

### **SPIRIT HALLOWEEN UNVEILS SPINE-TINGLING COSTUME PREDICTIONS**

Vampires are red hot, zombies are resurrected and Transformers morph into fun for kids

New York, September 15, 2009 – A zombie, a vampire and a sexy nurse walk into a bar. GI Joes and Transformers are seen hand-in-hand. It’s no joke: Halloween has arrived.

Spirit® Halloween, the largest Halloween retailer of costumes and décor, kick-started the season with the opening of 725 stores across the United States and Canada. Spirit has been helping people of all ages celebrate Halloween for more than 25 years, offering the most unusual, authentic, sometimes scariest and always unique Halloween costumes and home décor.

Each year, the country’s largest seasonal Halloween retailer predicts the most popular costumes with scary accuracy. This year’s dead-on picks:



#### **Musical Mania**

- Michael Jackson
- Britney Spears
- Lady Gaga

#### **Almost Infamous**

- Kate Gosselin
- Sarah Palin
- Bernie Madoff

#### **From the Big Screen**

- Vampires
- G.I. Joe
- Transformers

#### **For the Little Ones**

- Star Wars
- Yo Gabba Gabba
- Light-up fairy and princess costumes

#### **Fun for the Whole Family: matching adult/child costumes**

- Sesame Street
- Teletubbies
- Nintendo
- Ninja Turtles

-more -

“Each year the Halloween season kicks off with the opening of Spirit Halloween stores over Labor Day. With Halloween falling on a Saturday this year, there will be more fun had by all,” said Steven Silverstein, President and CEO, Spirit Halloween. “Consumer inspiration comes from everywhere. Overwhelmingly we are influenced by everything from movies to TV, from music to the latest scandal. Halloween is about having fun and taking the plunge.”

For more than 25 years, Spirit Halloween has been the most comprehensive one-stop destination for Halloween enthusiasts and casual observers alike. Through the vast merchandise assortment and memorable visual presentation, Spirit stores provide an impressive, unique and unforgettable shopping experience with haunted house-quality and theatrical-quality, props, décor and animated figures.

In addition to being a fun and interactive event for shoppers, the locations offer complete selections of costumes and accessories for infants/toddlers, children, ‘tweens, teens and adults. A broad assortment of décor and party goods complete any look. A large portion of the selection is exclusive merchandise found only at Spirit Halloween.

#### **About Spirit Halloween**

Spirit Halloween ([www.spirithalloween.com](http://www.spirithalloween.com)) is the largest seasonal Halloween retailer in the country with 725 locations in strip centers and malls across the United States and Canada. The authority on all things Halloween, Spirit has offered one-stop shopping -- ranging from costumes to décor and party goods to accessories -- for more than 25 years. In addition to being a fun and interactive event for shoppers, Spirit stores offer complete selections of costumes and accessories for infants/toddlers, children, ‘tweens, teens, adults, and even pets. At the heart of Spirit Halloween is the Spirit of Children program, which is devoted to bringing the fun, imagination and fantasy of Halloween to pediatric patients in hospitals and rehabilitation centers across the United States.

For high-res imagery of any of the products or more information regarding Spirit Halloween, please contact:

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