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Contact: Sabrina Written

Phone: 504.456.3926

Email: swritten@goodwillno.org

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TEN EASY HALLOWEEN COSTUME IDEAS FROM GOODWILL®

Halloween Spending Expected to Increase in 2010, but Consumers Remain Cautious

The economy is slowly recovering, but people are still looking for ways to get the most value for their dollar. According to the National Retail Federation, Americans will spend \$66.28 on Halloween costumes, candy and décor this year — up from last year's \$56.31 and close to 2008's average of \$66.54.¹ The survey also found that people will be cautious about their Halloween spending and will try to save money where they can.

Those families seeking affordable costumes and décor need to look no further than any one of the 14 Goodwill® stores in southeast Louisiana.

“All you need is a little imagination to find the elements you need to create a unique costume at Goodwill,” said William Jessee, president of Goodwill Industries of Southeastern Louisiana, Inc. “Your purchases will help fund our job training, career services and other community-based programs, which help the people in our community who need it most.”

Goodwill is well-established as the go-to place for costumes. Children can transform into superheroes, princesses or whatever else they may want to be for Halloween. There are also many opportunities for adults to join in the fun and get dressed up for the holiday.

Here are ten easy ideas to build a costume at Goodwill:

1. Cowboy – Find jeans, a plaid shirt, a vest, a bandana and a hat, and you'll be ready for the open range.
2. Greek God or Goddess – Pick up a sheet to wear as a toga, grab some artificial leaves to make a headdress, and add a pair of sandals to complete the look.
3. Princess – Find a full skirt or ball gown, add a tiara, and you'll be ready for the ball.
4. Charlie Brown – Grab a yellow t-shirt and draw or sew the zig-zag print. Pair this with black shorts, and the look will be complete.
5. School Nerd – Find a pair of tight jeans and roll up the pant legs. Add a white shirt, pocket protector and heavy-rimmed glasses. Carry an apple to become the teacher's pet.
6. Witch – Start with black pants and a shirt, or a black dress. Put on your witch's hat and grab your broom for some high-flying fun.
7. Traffic light – Start with a black sweat suit. Cut three circles of red, yellow and green fabric or felt. Glue these onto your outfit and get ready to stop traffic.
8. Skunk – Glue or sew a white strip of fabric or fake fur to the back of a black sweat suit or a black dress and get ready to prowl for your sweets.

¹ http://www.nrf.com/modules.php?name=News&op=viewlive&sp_id=1003

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9. Crayon – Find a solid-colored sweat suit. Paint or use a magic marker to print the word, "crayon" in large black letters down the length of the suit. Going with the same color scheme, create a pointed hat in the same color. Team up with friends to create a rainbow.

10. Fisherman – Find boots, a yellow slicker or vest, jeans, a shirt, and suspenders, and accessorize with a fishing pole. Add a hat adorned with flies to complete the look.

Revenues from purchases at Goodwill stores fund programs for people with disabilities, those who lack education or work experience, and others facing challenges to finding employment. Goodwill channels 83 percent of its revenues into employment programs that benefit hundreds of thousands of people each year. In 2009, 10,310 people benefitted from Goodwill's services.

About Goodwill Industries of Southeastern Louisiana, Inc.

Goodwill is a 501 (C) non-profit organization dedicated to offering opportunities to people with disabilities and other employment disadvantages to improve their economic self-sufficiency through training, education, support services and employment. Goodwill serves 23 parishes of southeastern Louisiana and operates 14 retail stores located in Baton Rouge, Covington, Denham Springs, Gonzales, Hammond, Houma, Kenner, Mandeville, New Orleans, River Ridge, Slidell and Walker.

For more about Goodwill and location information, visit www.goodwillno.org. Become a Facebook fan by searching "Goodwill Industries of Southeastern Louisiana" or follow us on Twitter @GoodwillNOLA.