

FOR IMMEDIATE RELEASE

June 23, 2009

Halloween Industry Association Endorses Halloween & Party Expo

MOUNT LAUREL, N.J. – The Halloween Industry Association (HIA) is proud to announce its endorsement of the Halloween & Party Expo for 2010 and 2011.

Halloween is the second largest commercial holiday in the United States and there's a continual increase in interest and business in what is now the second most important retail season. The Halloween & Party Expo (H&P) connects a global audience of serious buyers and sellers of Halloween and party products and accessories. Thousands of retailers spanning single stores to mass market domestic and international chains come to the Expo to view the latest industry products and services. The 2010 show is scheduled for January 23-26 in Houston, Texas.

“HIA is a non-profit trade organization incorporated for the purpose of building and promoting the celebration of Halloween, which aligns with the efforts of the Halloween & Party Expo,” said H&P Expo organizer Jonathan Erwin. “This agreement represents the cooperative spirit and partnership between not only our two organizations, but within the entire industry.”

“HIA is excited to partner with the H&P Expo for the next two years,” said Michele Biordi, executive director of HIA. “This agreement provides HIA with the opportunity to strengthen its efforts to benefit the industry and the organization's members by facilitating the buying process for both Halloween exhibitors and buyers.”

The 2010 H&P Expo is also endorsed by Party Club of America, Paper First Affiliates and the National Costumers Association. For more information about the H&P Expo, please visit www.halloweenpartyexpo.com.

For more information about HIA, please contact the national headquarters at 856-439-0500.

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