



**For Immediate Release
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THE HUB NETWORK AND THE HALLOWEEN PROS AT PARTY CITY REVEAL 13 HOLIDAY TRENDS FOR 2013

LOS ANGELES – Each year, North America's largest Halloween retailer, Party City, analyzes pop culture, the latest fashion crazes and Hollywood blockbusters to determine the year's biggest [costume trends](#). Together with "Hub Network's First Annual Halloween Bash," which will be broadcast Saturday, Oct. 26, 8–10 p.m. on the Hub Network, they are bringing you the top 13 costume and holiday-related facts for a spooktacular Halloween in 2013.

Read on...if you dare:

1. According to Party City, princesses and flutter fairies are among the top most popular costumes for the 2013 season. Coordinating accessories at Party City and www.partycity.com allows consumers to create a personalized, one-of-a-kind costume look.
2. Halloween spending in the United States this year is estimated to reach \$8 billion, up significantly from 2011's \$6.86 billion.*
3. Consumers are projected to spend \$79.82 per person on Halloween, with an average of \$28.65 on costumes. An estimated \$1.04 billion will be spent on children's costumes, and \$1.22 billion on adult costumes.*
4. 15.1% of the country will dress up their pets. Top pet costumes include: pumpkin, devil, hot dog, cat and bee.*
5. When it comes to inspiration for costume ideas, one-third (32.9%) will search for costume ideas online; another third (32.8%) will look for new ideas in a store, and one-fifth (20.8%) will seek advice from friends or family. Additionally, 14.1% will check Facebook for inspiration and 3.8% will review blogs.*

6. The most popular (human) costumes in 2012 included: witch, vampire, pirate, Batman character and zombie.*
7. In 2011, there were just under 2,000 costume rental and formal wear establishments selling Halloween costumes. Party City has more than 800 stores across the country. (via U.S. Census Bureau, 2011 County Business Patterns)
8. An estimated 51.4% of Americans will decorate their home or yard this year, and 45% will wear a costume.*
9. More than 47,800 acres of pumpkins were harvested in the United States last year, with a total estimate production value of \$148.9 million. (via U.S. Department of Agriculture, National Agricultural Statistics Service)
10. The estimated number of potential trick-or-treaters in 2012 (ages 5 to 14) across the US, was 41.1 million. (via U.S. Census Bureau, 2012 Population Estimates)
11. A few of the places across the nation that may put you in a Halloween mood, are: Tombstone, Arizona; Sleepy Hollow, IL; Kill Devil Hill, NC; Casper, WY and Scarville, IA.
12. Americans will buy more than 600 million pounds of candy this year, adding up to \$2.4 billion spent on sweets in the weeks leading up to Oct. 31. The most popular candy is Snickers. (via National Confectioners Association)
13. The word Halloween is an abbreviated version of the phrases All Hallows' Eve and All Hallows' Evening. HAPPY HALLOWEEN!

*via National Retail Federation

Hosted by Kenan Thompson ("Saturday Night Live"), the "Hub Network's First Annual Halloween Bash," will feature the first-ever nationwide Halloween costume competition. Fifty semi-finalists representing each state in America will win a trip to Los Angeles to be a part of the televised costume competition to be judged by Halloween-expert Martha Stewart, actor Hal Sparks ("Spider Man 2"), and actress, singer and dancer Coco Jones ("Holla at the DJ"). One lucky winner will take home \$25,000 and will have a chance at a walk-on role on the Hub Network's Daytime Emmy® Award-winning series, "R.L. Stine's The Haunting Hour: The Series." The star-studded, two-hour special also includes a performance by pop-star Cody Simpson and teen-girl pop-group Fifth Harmony. Presenters include Bailee Madison ("Trophy Wife"), Rico Rodriguez ("Modern Family"), Nolan Gould ("Modern Family"), Zachary Gordon ("Diary of a Wimpy Kid"), Kean Johnson ("Spooksville") and Todd Newton ("Family Game Night"), among others.

The "Hub Network's First Annual Halloween Bash" will take place at Barker Hangar in Santa Monica, Calif. Bob Bain serves as executive producer and Paul Flattery is producer for Bob Bain Productions. Viewers can visit hubworld.com/halloween to view all of the Halloween-costume submissions and learn more about the special.

Sponsors of the "Hub Network's First Annual Halloween Bash" include Party City, Activision's Skylanders SWAP Force, Hasbro's Furby Boom!, and Sparkle® Paper Towels.

About the Hub Network

The HubNetwork is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub Network's lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and engaging online presence at www.hubworld.com. The Hub Network rebranded from Discovery Kids on October 10, 2010, and is available in over 73 million U.S. households. The Hub Network logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

To find the channel in your area, please visit <http://www.hubworld.com> and check the channel locator at the top of the page.

Visit the Hub Network on Facebook at <http://www.facebook.com/hubtvnetwork> and Twitter @HubTVNetwork

Note: For artwork, visit <http://press.discovery.com/us/hub/>

About Party City

Party City Holdings Inc. designs, manufactures, contracts for manufacture and distributes party goods, including paper and plastic tableware, metallic balloons, accessories, novelties, gifts, and stationery and is North America's No. 1 party retailer with more than 800 company-owned and franchise locations throughout the United States, Canada and Puerto Rico. Headquartered in Rockaway, N.J., Party City became part of the Amscan Holdings, Inc., family in 2005. With their worldwide facilities in Asia, Europe and Australia, as well as distribution centers in the Americas, the merger has made it possible to design, manufacture and distribute products in the United States and overseas. The vision of providing more party for less has made Party City the largest specialty party retailer and premiere Halloween destination in North America.

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