

EPISODE 112: 5 REASONS TO ENJOY HALLOWEEN**1. BECAUSE HALLOWEEN IS INTERESTING**

- The roots of Halloween trace back to 1st century BC!
- The origins of Halloween are generally ascribed to the Celts/ Irish.
- The largest Halloween parade in the world is The Village Parade in New York City. (50,000+ participants and 2 million+ viewers.)
- The mysterious and famous magician, Harry Houdini, died from an appendicitis on Halloween night 1926. (after 3 punches to stomach.)
- The fear of Halloween is called: SAMHAINOPHOBIA.
- What do you get if you divide the circumference of a jack-o-lantern by its diameter? Pumpkin “pi” (comedian Jack Evans)

2. BECAUSE CANDY IS GOOD

- 50% of children prefer chocolate candy, 24% prefer non-chocolate, 10% prefer gum. (Parents must either be dental hygienists or dentists!)
- Top five most popular Halloween candies:
 5. Kit Kat
 4. Hershey Bar
 3. Snickers
 2. M&M’s
 1. Reese’s Peanut Butter Cup

3. BECAUSE IT’S FUN TO DRESS UP

- Young kids: whatever their parents chose for them, often an animal costume.
- Pre-school, lower elementary: super hero, princess, TV or movie character.
- Upper elementary: scary character.

4. BECAUSE HALLOWEEN IS GOOD FOR BUSINESS

- Halloween is the second highest grossing commercial holiday. (Christmas is #1.)
- In 2017 a record 179 million Americans celebrated Halloween. The average amount spent on candy, decorations, and costumes was \$86.13, for a total record setting expenditure of \$9.1 billion.
- Halloween is a very affordable holiday, viewed as a good value by consumers.
- It is a leading indicator to retailers of what upcoming holiday sales will be.

5. BECAUSE WE ALL NEED TO LIGHTEN UP

- Enjoy seeing young kids in creative imaginative play.
- Enjoy the innocent excitement of older kids who go door-to-door as fast as they can to gather as much as they can!
- Enjoy watching young children knock on your door, speak up, and say their lines.
- Enjoy watching their manners as you pass out your treats.

- Enjoy greeting and watching the proud, protective parents as they stand in the background.
- Enjoy watching people have a fun in the middle of the week without staring at their phones or playing Fortnite!

Are there other communication-related topics you'd like to hear the Communication Guys address? Let us know on our [Facebook page](#).