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Survey Reveals Consumers Going Green for Halloween; Pop-Culture Remains Top Costume Driver

From ice-skating duos to dreamy doctors, Savers/Value Village poll unveils popular costume picks for 2007

SEATTLE (October 22, 2007) – “Green” replaces black and orange as the new “it” color for Halloween 2007, according to Savers/Value Village thrift stores’ annual online survey on its Halloween Headquarters site (www.halloweenhq.com). Of nearly 4,000 North American respondents*, 39 percent said that being environmentally responsible is extremely important to them and another 48 percent said it is a somewhat important factor in their decision to purchase used costumes or recycle old costumes, a practice Savers refers to as “thrift-cycling.”

Green Halloween

“Purchasing previously costumes and supplementing them with new wigs and accessories to complete the look is an environmentally-friendlier way to shop this Halloween,” said Michelle Dutkewych, Savers’ National Costume Buyer. “Our Savers and Value Village stores provide endless aisles of secondhand merchandise – as well as brand new Halloween costumes, accessories and décor - so shoppers can find everything they need for Halloween in one place.”

Savers/Value Village also encourages shoppers to responsibly recycle their costumes after the holiday. Consumers can bring their costumes to Savers/Value Village stores in exchange for a 20 percent off coupon toward a future purchase; the costume pieces will be resold or responsibly recycled. The company’s recycling program keeps more than 262 million pounds of clothing out of landfills annually.

Pop-Culture Costume Picks

Other top trends this year include pop culture-inspired costumes, from box office blockbusters like “Spiderman” and “Pirates of the Caribbean” to small screen phenomena like “Hannah Montana” and “American Idol.” Licensed characters are hugely popular this year, with superheroes, princesses and cartoon character costumes flying off store shelves.

Nearly half (48 percent) of survey respondents said they think the hottest couples’ costume this year will be the male ice-skating duo played by Will Farrell and Jon Heder in the movie “Blades of Glory,” beating out pregnant Nicole Richie and rocker fiancé Joel Madden (23 percent) and other hot celebrity pairs. The

(more)

top group costume picked by survey takers was the cast from “Heroes” (30 percent), followed closely by the cast of “Grey’s Anatomy” (28 percent).

Costume Spending and Last Minute Ideas

Nearly all Savers/Value Village survey respondents (95 percent) said they planned to wear a costume this Halloween, and almost half (49 percent) said they plan to spend between \$21 and \$50 on their costumes. Nearly one in five (18 percent) wait until one week before Halloween to purchase their costumes, with another five percent waiting until Halloween day.

For those last-minute shoppers, Savers/Value Village has plenty of easy and creative costume ideas, including:

- **Little Executive** – Dress your little one in an adult power suit, complete with cell phone, briefcase and coffee mug.
- **Ballroom Dancers** – Create the ballroom look with a sparkly dress and heels for her, slacks and unbuttoned silk shirt for him. Pin contestant numbers on each ensemble and dance the night away.
- **Sports Star** – Find your favorite sports jersey and accessories (helmet, pads, stick, etc.) and add a trophy to complete the ensemble.
- **Mime** – Start with back stretch pants, add a striped shirt, black fedora, black socks and white face paint and prepare to perform.
- **Sexy Crime Couple** – She can wear a sexy black dress while he dons a sleek dark suit; tuck toy weapons away on thighs and ankles to complete the look.
- **Tacky Tourist** – Put on a loud floral print shirt, shorts, white knee socks, black sandals, a fisherman’s hat, sunglasses and sling a camera around your neck.

For additional Halloween costume suggestions and ideas, visit www.halloweenhq.com.

About Savers/Value Village

Founded in 1954, Savers, Inc. is a privately held for-profit international thrift store chain with more than 200 locations in the United States, Canada and Australia. Also known as Value Village in the western United States and Canadian provinces (and as Village des Valeurs in Quebec), the company benefits more than 120 local non-profit organizations by purchasing and reselling donated items. The result has been more than one billion dollars directly paid to non-profit organizations. The company employs more than 10,000 people in 23 states, 10 Canadian provinces and Australia. Visit www.valuevillage.com for more information.

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*Online survey conducted by Savers, Inc. in October 2007. Out of 3,995 total respondents, 1,442 indicated they reside in the U.S., 2,482 indicated they reside in Canada and 31 indicated “other.”

Editor’s Note: High resolution images for “green” ensembles and complete costume ideas available upon request.