

****For Immediate Release****

HALLOWEEN 2020 PROMISES TO BE A ONCE IN A LIFETIME CELEBRATION

MT. LAUREL, NJ (Aug 10, 2020) – Speculation abounds surrounding our beloved celebration of costumes, candy and community. The Halloween groundswell has begun early this year as Americans anxiously look toward the future and dare to envision a holiday we can safely celebrate.

“In 2020, almost everything in our world has changed, but not our love for Halloween. Obviously, there are still countless unknowns ahead, but the one certainty is that the Halloween spirit is still very much alive. We’ve been hard at work developing some alternate ways for people to enjoy the celebration we love while still incorporating the safety we need,” said Kevin Johnson, Halloween & Costume Association Chairman and Chief Excitement Officer at Elope.

Halloween activities align well with the CDC’s recommendation of participating in outdoor activities that are conducive to staying 6 feet apart. In the coming weeks, the Halloween & Costume Association will be launching a microsite designed to help Americans assess the current risks in their state’s county prior to making Halloween plans. The site will then provide practical guidance, fun ideas, and a variety of new ways to celebrate the holiday.

With so many questions still surrounding the pandemic and how the health crisis could impact plans this fall, one thing is for certain, Halloween 2020 promises to be a once in a lifetime experience.

In fact, a Halloween such as this will not happen again for at least another 152 years. Not only does Halloween 2020 organically fall on a Saturday, it also happens to be a full moon AND daylight savings time, a bonus for late night shenanigan seekers. In addition to all this mystical magic, trick-or-treating will also occur during a blue moon this year, the second full moon of October! This ultra-rare quadfecta is the stuff silver screen stories are made of.

Regardless of *how* we celebrate, the stars have clearly aligned to ensure unparalleled Halloween hijinks this year. The HCA has countless costume connoisseurs available for interview. For tips, trends, & random reasons to sport a superhero suit, visit www.halloweencostumeassociation.org.

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