



For Immediate Release

Contact: Gina Nielsen  
[gina@gniconsulting.net](mailto:gina@gniconsulting.net)  
916.899.7322

*Thrift Town Launches its Fourth Annual HallowGreen Contest, Putting the Green In Halloween*

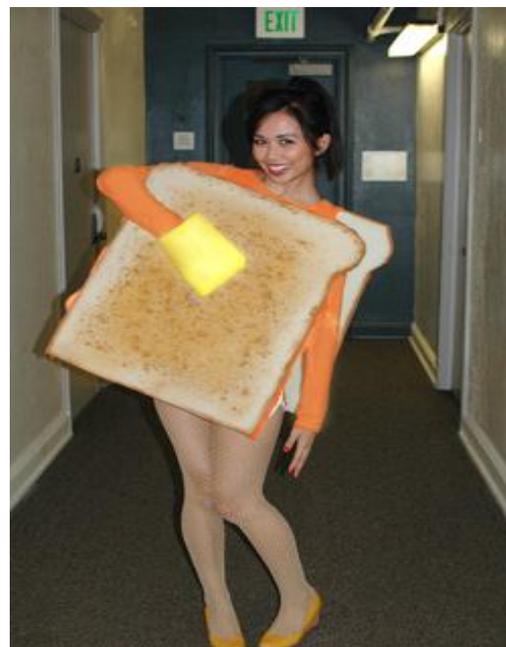
**Roseville, CA, October 5<sup>th</sup>, 2011**, – Lions and Tigers, and check out those prices, oh my. It's Halloween time, and with seven out of ten people expected to dress up for Halloween this year, pocketbooks may take a hit in order to be the best dressed witch at the monster ball.

However, at Thrift Town, it doesn't cost a fortune to pull together the perfect Halloween look. There's no better time than Halloween to become a creative beast, crafting a unique and frightfully sensational costume on a budget. Thrift Town, voted the best Thrift Store in many markets, believes in this so much, they're rewarding creative and thrifty efforts with their annual HallowGreen contest.

This year Thrift Town is awarding a total of \$450.00 in gift cards to people who wear secondhand costumes, create costumes from secondhand items or decorate with secondhand items. The contest boasts over nine categories that includes costumes, décor and pets. Top prize for the Most Creative Costume is a \$100 Thrift Town Gift Card, and of course, bragging rights. Contest details and entry forms are available at: <http://www.thrifttown.com/sales-promotions/halloween/>. Contest is currently underway, and ends November 15th, 2011. Secondhand costumes and items need not be purchased from Thrift Town to enter.

Need some spooky inspiration? Check out [Thrift Town's](#) website for ideas, or better yet, visit Thrift Town in person at one of our 15 store [locations](#) where 4,000 new products are put out every day. Let Thrift Town's talented crew help create a unique costume that will have everyone under a spell for a fraction of the price it would cost to purchase new.

Consider donating used Halloween costumes and decorations to one of Thrift Town's local charity partners when finished with them this year. All of Thrift Town's charity partners offer free household recycling pick-up programs which provide a great way to recycle costumes, clothes and other usable household items. These recycling programs are



"My cheese and my yellow shoes were thrifted!," said last year's winner Jennifer B., a Thrift Town customer, from San Francisco.



NORQUIST SALVAGE CORPORATION

EST. 1972

Committed to Making a Difference Every Day.

essential to providing significant income to each local charity. In fact, Thrift Town lives its vision statement of being *committed to making a difference every day*, raising nearly \$85 million dollars for their [charity partners](#) by purchasing all of the household donations collected through these types of recycling programs. Thrift Town's clean, bright, and organized stores set them apart in the thrift world, making them the premier thrift destination. Thrift Town is owned and operated by Norquist Salvage Corporation, which has spend over three decades dedicated to socially responsible recycling.

###