

Say 'Boo' to Diabetes with Halloween Adventure's Expanded Fundraising Efforts to Support JDRF

Contributors can donate to Juvenile Diabetes Research Foundation (JDRF) in Halloween Adventure Costume Superstores Coast to Coast, and Online at halloweenadventure.com

PHILADELPHIA, Pa. – Oct. 20 (SEND2PRESS NEWSWIRE) – HALLOWEEN ADVENTURE Costume Superstores has expanded its fundraising efforts for 2006 in support of Juvenile Diabetes Research Foundation (JDRF) with a chain-wide rollout of JDRF Sneaker Sales in 100 costume stores, and the launch of online fundraising efforts via the company's 2 e-commerce websites.



Since 2004 Halloween Adventure has raised funds to support JDRF's research to find a cure for diabetes via sales of paper "Sneakers" in its seasonal Halloween Costume superstores each September and October. In 2005 Halloween Adventure owners, Bruce Goldman and Joe Purifico, served as Corporate Recruitment co-Chairmen for JDRF's Greater Philadelphia / Eastern Pennsylvania Chapter.

"This year we've raised the bar," says Bruce Goldman, Halloween Adventure founder. "To achieve our increased fundraising goals we've stepped up efforts in all of our stores from New York City to Los Angeles; and are also inviting customers to purchase JDRF sneakers in our online costume stores."

Online Halloween costume shoppers can donate \$1, \$5 or \$10 to JDRF when they visit: www.halloweenadventure.com or www.newyorkcostumes.com. Customers who visit one of the 125 Halloween Adventure Costume Superstores in the US, can purchase a JDRF paper sneaker, sign their name to it, and post it on the in-store "JDRF Cure Wall."

100% of all funds generated by JDRF Sneaker sales both online and in Halloween Adventure stores goes directly to JDRF; and more than 80 cents of every dollar donated to JDRF goes directly to worldwide research and education.

"Halloween is all about fun. It's a celebration of playing make-believe and being a child, no matter what age you are," says Halloween Adventure CEO, Joe Purifico. "For children with Diabetes everyday life can be challenging... By supporting JDRF's mission to find a cure we hope to help bring an end to those challenges."

Halloween Adventure has increased its JDRF fundraising donations each year; generating \$20,000 in 2004, and \$75,000 in 2005. The company's goal in 2006

is to raise \$125,000.

Halloween Adventure is a division of MASQUERADE, LLC, headquartered in Boothwyn, PA. The company operates 125 Seasonal Halloween Costume Super Stores from Coast to Coast in the US, and year-round stores in Philadelphia, PA and in New York City's East Village (www.halloweenadventure.com).

NewYorkCostumes.com is an online retailer of costumes, masks, makeup, accessories and more. Headquartered on Broadway in New York City [newyorkcostumes.com](http://www.newyorkcostumes.com) ships worldwide (www.newyorkcostumes.com).

JDRF is the world's largest charitable funder and advocate of diabetes research, providing more than \$80 million to diabetes research in 2003. Almost 1.5 million Americans have juvenile (type 1) diabetes, the most severe form of the disease. Diabetes is the single most costly chronic disease, accounting for more than \$132 billion in healthcare costs in the United States annually. More than 500,000 people participate in walks to cure diabetes at more than 200 sites in the U.S. and abroad. JDRF is the world's largest charitable funder and advocate of diabetes research, providing more than \$80 million to diabetes research in 2003 (www.jdrf.org).

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