

Connecticut iParty Stores Transition To Party City Just In Time For Halloween

Written by Australian Business

ROCKAWAY, N.J., Sept. 25, 2013 /PRNewswire/ -- Party City, North America's largest party supply retailer, announces the conversion of Connecticut iParty stores to Party City. iParty's seven Constitution State stores have officially transitioned to the Party City brand name and will offer a larger selection of party supplies, decorations and costumes including everything families need to celebrate life's special moments. From kids' birthday parties and baby showers to St. Patrick's Day parades and Halloween parties, Party City's unbeatable assortment can transform any event into an extraordinary occasion.

"As North America's largest party supply retailer, Party City makes it easy and fun to celebrate special times with family and friends," said Gregg Melnick, president of Party City. "We are thrilled to bring Party City's huge product assortment and spirit of celebration to customers throughout New England. Customers should note that we're not done yet, though.

We expect to introduce new merchandise assortments into the former iParty locations over the next few months, and should expect to see more party themes, more selection and more value as new assortments work their way into the stores.

Party City's full Halloween assortment however, is now in stores and ready to help turn every Connecticut trick or treater into the character that they want to be this Halloween."

The store conversions take place at an opportune time as Party City prepares for Halloween, a nearly

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\$7 billion

industry according to the National Retail Federation (NRF). Party City encourages Connecticut

families to get in the spooky spirit this Halloween

with this year's biggest costume characters, including heroic superheroes, magical Disney princesses, flirty fairies and scary skeletons. With thousands of styles and millions of costumes to choose from, Party City provides the inspiration people need to completely transform into any

Halloween character.

As retail stores are a top source of Halloween costume inspiration according to the NRF, Party City provides several digital components to inspire shoppers when selecting Halloween

costumes. PartyCity.com features Halloween

videos, tutorials, look books and photo galleries under a special Party Ideas tab that shares fun costume ideas for both children and adults.

For more information about Party City and to locate a store, visit PartyCity.com

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About Party City Party City Holdings Inc. designs, manufactures, contracts for manufacture and distributes party goods, including paper and plastic tableware, metallic balloons, accessories, novelties, gifts and stationery and is North America's No. 1 party retailer with more than 800 company-owned and franchise locations throughout the United States

, Canada

and

Puerto Rico

. Headquartered in

Rockaway, N.J.

, Party City became part of the Amscan holdings, Inc., family in 2005. With their worldwide facilities in Asia

,

Europe

and

Australia

, as well as distribution centers in the Americas, the merger has made it possible to design,

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manufacture and distribute products in the United States and overseas. The vision of providing more party for less has made Party City the largest specialty party retailer and premiere Halloween destination in North America.

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