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Halloween is Big Business but is it right for children?

Halloween generates the second largest retail spend of the year worldwide - but is that a good thing for our children?

Many churches think not and that's why they organise local 'Alternate Halloween' parties.

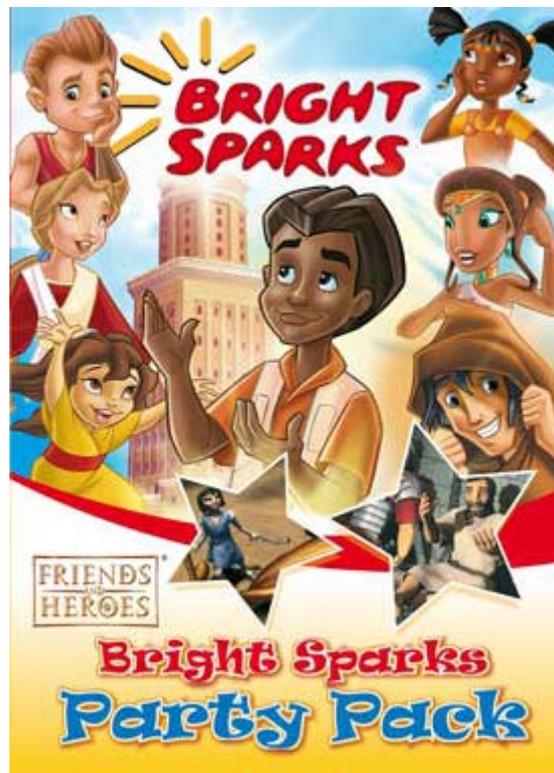
Churches can base this year's parties on a Friends and Heroes high-quality, award-winning, TV episode by using the brand-new *Bright Sparks Party Pack*!

"We created Friends and Heroes to bring Bible stories to a new generation of children, so that they would have the light of the Gospel in their lives," said Alison Dorricott, Executive Producer for Friends and Heroes. *"The Bright Sparks Party Pack is a wonderful new addition to our other teaching resources - we know that children love Friends and Heroes - now it's time to party with our characters!"*

This exciting and fun Party Pack is ideal for any party occasion and brings some Gospel light into our increasingly dark world! *Bright Sparks* focuses on light - the Pharos lighthouse at the entrance to the harbour in Alexandria and the 'Bright Spark' of Friends and Heroes, Sollie, a friend and neighbour of Macky.

The *Bright Sparks Party Pack* comes with everything needed to run a successful event: games; craft activities; quizzes; costume suggestions; food ideas plus posters; flyers; invitations; tickets and even an e-mail for promotion and publicity of the event - all in high-quality, printable form.

To introduce the bright light theme, the evening's activities begin with the showing of Friends and Heroes Episode 3, Leviathan - the name of a giant warship being used to attack the rebels resisting the Romans in Galilee. Party-goers will see how Macky inspires the young genius Sollie to come up with a plan to sink the ship. This episode features two



important Bible stories: David and Goliath and God releasing Peter from prison which inspire the heroes of the story and will inspire today's young people too.

Due for release in mid September, this excellent new resource is available from local Christian bookshops - and the pack includes Friends and Heroes DVD2, a CD-ROM with all the leaders' and publicity material and a single-use Public Display Licence. Costing just £15 it is excellent value! Owners of Friends and Heroes DVD2 can download the party pack material from the Friends and Heroes website at a price of just £10.

It's time to release the grip that Halloween has on children - by fighting darkness with LIGHT! Friends and Heroes' *Bright Sparks Party Pack* can help!

ends

Additional Halloween Notes for Editors

Halloween Sales

Rated second in sales volume worldwide

(www.syl.com/articles/halloweensecondonlytochristmas.html), in the UK Halloween is third after Christmas and Easter (www.retail-week.com/retailers-turn-on-the-screams-for-halloween/1905049.article). One Party Costume retailer claims it is his biggest selling season (www.guardian.co.uk/business/2004/oct/28/supermarkets.shopping).

Church reaction

Last year the Church of England organised their Halloween Choice campaign to persuade people that they should emphasise the real All Hallows Eve saying "We want kids to have a great Halloween, and we want to spark a wider public debate about the nature of our way of celebrating the date. Not everything about Halloween is evil or bad or wrong but there is a sinister dimension to the festival that people are becoming more concerned about."

www.halloweenchoice.org/index_files/Page556.htm

Retailers took notice and several promised to 'lighten-up' on their product ranges!

www.timesonline.co.uk/tol/comment/faith/article2590234.ece

To arrange interviews with members of the production team contact:

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Additional information about Friends and Heroes can be found on the following websites:

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