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**OSU Agency Team**

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September 29, 2010

Mr. Dale Smith

Editor

*USA Weekly Magazine*

P.O.Box 22537

Dallas, TX 76324

Dear Mr. Smith,

Can you feel the temperatures changing? This is a sign that Fall is arriving. When people think of Fall they not only think about digging out their scarfs and boots from the back of their closets but they also think of Halloween. Halloween is the third largest party day in the U.S. behind New Year’s Eve and Super Bowl Sunday. Who doesn’t want tasty Halloween treats and a reason to celebrate?

According to a 2009 survey by the National Retail Federation they determined that 62 percent of adults plan to celebrate or participate in Halloween activities and that the average consumer spends about $56 on costumes, candy, decorations and greeting cards. As you can see, Halloween is not only a holiday for children but for adults as well. I think that *USA Weekly Magazine* should do a story on Halloween Hallmark Greeting Cards. Hallmark first produced Halloween cards in the 1920s and they continue to sell Halloween cards that are for children, adults and even cards from the household dog or cat. Industry-wide, Americans exchange about 23 million Halloween cards each year. I think promoting Hallmarks Halloween Greeting Cards in *USA Weekly Magazine* would be a great way for people to remember that Halloween is not just about candy and trick-or-treating activitiies but about giving a humorous or singing card to a friend or loved one to wish them a happy Halloween.

We are offering you Hallmarks Greeting Cards Company’s story exclusively to *USA Weekly Magazine* in high hopes that you will help promote Halloween Hallmark cards. I need to know fairly soon if you’re interested in this fun and light-hearted story about celebrating Halloween with a Halloween Hallmark card. We could also help you arrange interviews with members of the Hallmark Company or staff for any questions about Halloween Hallmark cards. Please just let me know how we might help. My direct phone line is 918-857-7775.

I will call Thursday, Oct. 7, to see if I might be of any help on a possible story on the Hallmark Greeting Cards Company. Thank you for your time and consideration.

Sincerely,

Whitney Davis

Public Relations Director