



**FOR IMMEDIATE RELEASE**

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**Contact Information**

Robert Dye, Public Relations/Communications Manager

Email: [rdye@goodwillncw.org](mailto:rdye@goodwillncw.org)

Mobile: 920-968-6232

**Shopping Secondhand at Goodwill NCW  
Eases Halloween Cost Concerns**

Early Halloween shopping is on the rise and prices are top of mind for consumers. Shoppers should not let spending numbers frighten away their fun; they can find great deals to celebrate the season at all Goodwill North Central Wisconsin (NCW) stores.

According to the National Retail Federation's (NRF) annual survey conducted by Prosper Insights & Analytics, 47% of those surveyed began their shopping well before October. The study estimates consumer spending on Halloween-related items to reach \$11.6 billion this year.

In its tenth year, the Goodwill Industries International annual survey found that most consumers feel rising costs are affecting their buying habits when it comes to Halloween costumes, décor and/or candy this season. Three-quarters of those surveyed (74%) said that higher prices are impacting their Halloween purchases.

“Finding the right costume can be a challenge, especially if you are on a budget, but Goodwill has everything you need to celebrate the season in style,” Katie Van Gompel, Goodwill NCW Chief Operating Officer said. “Goodwill NCW invites Halloween shoppers to explore our extensive collection of secondhand clothing and accessories to create a one-of-a-kind look and support an eco-friendly holiday.”

Shoppers at [Goodwill NCW retail store locations](#) in north central Wisconsin can find secondhand costumes that are ready to wear or create a unique look that frights or delights. According to the NRF study, 49% of Americans plan to dress in costume this year. Top costumes for kids in order of

popularity include Spiderman, their favorite princess, a ghost, superhero and a witch. Top costumes for adults include witch, vampire, cat and Batman.

Shoppers at Goodwill NCW not only find one-of-a-kind looks, but they can also feel good about their Halloween purchases. Goodwill NCW store sales support the nonprofit's mission of Elevating People by Eliminating Barriers to Employment. On average, 90 cents of every dollar in store sales is reinvested back into local communities to provide pathways that lead to sustained employment and improved financial stability.

For more fun Halloween ideas, including hair and makeup tutorials, one-of-a-kind costumes and festive decorations, visit [Goodwill NCW's Original Halloween Headquarters](#) website.

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### **About Goodwill North Central Wisconsin (Goodwill NCW)**

Goodwill NCW is a nonprofit organization with a mission of Elevating People by Eliminating Barriers to Employment. We provide pathways to those underserved, underrepresented or disadvantaged who have a goal of building job skills that lead to sustained employment and improved financial stability. We see people for who they are and believe in the power of work, within our retail stores and workplaces throughout our community. We are proud of the life-changing impact we make in our communities and to our planet with the help of our donors and shoppers. Learn more at [goodwillncw.org](http://goodwillncw.org)

### **Robert Dye**

Communications and PR Manager

Goodwill North Central Wisconsin | [goodwillncw.org](http://goodwillncw.org)

1800 Appleton Road, Menasha, WI 54952

[rdye@goodwillncw.org](mailto:rdye@goodwillncw.org)

Office: 920-968-6232

