



**Contacts:** Emily Porter, World Access Snap Concierge  
804-673-1411, [eporter@worldaccess.com](mailto:eporter@worldaccess.com)

## **Scaring Up a Last-Minute Halloween Costume**

***Snap Concierge Experts share secrets to avoid a costume nightmare!***

**RICHMOND, VA, October 23, 2006** – For many people, one of the most frightening aspects of Halloween is not the ghosts and goblins, but scaring up a costume for the kids or, even worse, themselves.

This time of year, the folks at Snap Concierge – which serves more than 11 million of people through premium credit cards, banks and travel programs – answer calls and emails from panicked clients looking for fast and simple Halloween costume ideas. A division of World Access, the leading specialty assistance and insurance provider, Snap Concierge is also available to companies that want to give employees a service benefit that decreases stress and increases productivity.

“Parents feel a lot of pressure to come up with clever costumes for their kids, but Halloween often creeps up suddenly, and at the last minute they realize they don’t have a costume. That’s when they call us,” says Emily Porter, Vice President of Communications for World Access Snap Concierge.

Snap has more than 30 specially trained concierge agents that give personalized service to deliver just the right solution. They start by learning more about the trick-or-treaters. What do they like? What have they done before? What is the budget? And most importantly, do you have time to shop, need next-day delivery, or do you have to make do with something around the house at the last-minute?

For the kids, Snap Concierge offers traditional standbys and new trends. (They also give directions on how to make and where to buy these costumes.):

- Angel, Princess, Spa Girl or Pop Star
- Witch, Gypsy, Monster or Ghost
- Athlete, Firefighter, Cowboy or Construction Worker
- Spiderman, Harry Potter or Batman

- Or dress up like Mom or Dad!

According to Snap's call logs, adults tend to want outfits that reflect popular culture:

- Pirate of the Caribbean – bandana, eye patch, rolled up pants, boots or sandals, a blowsy shirt and clip-on earring.
- Deal or No Deal<sup>®</sup> Hostess – Teeny-tiny cocktail dress, high pumps and plenty of lipstick, eyeliner and blush. Get a briefcase, some white paper with a number pasted onto one side of the case. Voila – “Deal or No Deal.”
- Dancing with the Stars<sup>®</sup> (good for a couple) – For her, a summer cocktail dress, pumps, elaborate hair with tons of hairspray, and lots of make-up. For him, a white shirt, black vest, black shoes, plenty of hair product and cologne -- black eyeliner and blush on him would put this look over the top.
- If your closet is bare, visit the nearest vintage clothing store and grab whatever catches your eye. Retro looks from the '60s, '70s and '80s are always a hit.
- If it's really last minute, put on a slip and pin the word “Freud” on it: a Freudian slip! Or even easier, bundle yourself in pink sheets to be chewed bubble gum.

“Halloween is supposed to be fun,” Emily says. “And once we help people with their costumes, the stress dissolves and they get in that festive mood.”

### **About Snap Concierge**

Snap Concierge is an easy-access concierge service focused on travel and personal assistance. Snap's services are provided via premium credit cards, banks, travel programs and as an employee benefit. Snap Concierge is a division of Richmond, VA–based World Access, a member of the Mondial Assistance Group company. To learn more, visit [www.snapconcierge.com](http://www.snapconcierge.com) or [www.worldaccess.com](http://www.worldaccess.com).

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