

# HALLOWEEN & PARTY EXPO

Houston TX • Jan 28-31, 2012

**For Immediate Release**

**Contacts: Erin Michelle at 877-347-3976**

**April 25, 2011**

**or Jonathan Erwin at 877-875-5173**

## **Bing Ranks Houston as One of the "Top World Cities"**

In its travel guide, search engine Bing recently ranked Houston, home to the Halloween & Party Expo, as one of the top 25 global hotspots for travelers. It recommends Houston, along with such international gems as Singapore, Paris, Stockholm, Rome, Tokyo, Sydney and Rio, as a top destination for shopping, entertainment, restaurants, and cultural activities.

Echoing Bing's recommendation, the *NY Times* writes that Houston, among its other virtues, has become a city "with a world-class food scene and a rising generation of culinary stars. Instead of playing catch-up to restaurant trends elsewhere, Houston's most talented chefs are finding their own voice: uncovering the food traditions of the area's ethnic populations, experimenting with little-known seafood varieties from the nearby gulf, and embracing Texas' strange agricultural rhythms."

"We aren't at all surprised by the ranking," says Jonathan Erwin of the Halloween & Party Expo. "After all, Houston is home to a highly respected and energetic arts community, celebrated restaurants, the oldest African-American theater in the Southwest, a diverse and cosmopolitan population, a vibrant business culture, and the brains behind United States space exploration."

When the Halloween & Party Expo returns to Houston's George R. Brown Convention Center next January, it will be working more closely with local organizations and businesses to help Expo attendees experience the best of Houston. "The trick to unlocking Houston's many charms is learning how to navigate its unique- and famously un-zoned- neighborhoods," Erwin says. "We've joined the Downtown Business Alliance and are working with the Houston and Texas Restaurant Associations to help attendees experience the city more fully. We want everyone to discover why Bing, and publications like the *NY Times*, *Forbes*, *Esquire*, and *Travel + Leisure*, rate Houston so highly as a destination."

Costume and party industry professionals from around the world attend the annual Halloween & Party Expo. Echoing the "everything's bigger in Texas" theme, the Expo has over 6,800 attendees, and features more than 450 manufacturers from across the globe, making it the largest event of its kind. It's your one-stop shop for all your Halloween and party needs.

So don't miss out on the Halloween, costume and party industry's best products, and on a chance to experience one of the top cities in the world. The Halloween & Party Expo in Houston, Texas is the place to be.

**The Halloween & Party Expo is endorsed by the National Consumers Association, the Halloween Industry Association, the International Balloon Association and both Party Club of America and Paper First Affiliates, which both conduct annual meetings in conjunction with the show. The Houston Expo is also home to the Halloween Costume Style Show, Industry Wide Celebration hosted by Party and Paper Retailer and Rubie's Annual Halloween Bash. For more information about the Halloween & Party Expo, call 877.347.3976 or visit [www.HalloweenPartyExpo.com](http://www.HalloweenPartyExpo.com).**