

## *Not Just Child's Play*

While synonymous with childhood fun and hijinks, Halloween has proven that it's not just for kids. From tasty treats to creative costumes, grown-ups have a stake in the spooky celebration, too.

Adult presence in the costume industry is so large, in fact, that some stores report that they often sell mainly to adults rather than children. While some adults, women in particular, may choose more traditional costumes like mythical creatures and historical figures, many more assume the guise of superheroes, television characters, and other pop culture icons. The trend is so strong, in fact, that many costume shops use upcoming blockbusters to order stock and predict their best-selling items months in advance (What's on the Horizon..., 2019).

The hard cider industry has also taken notice of adults' Halloween presence. With cider being a popular choice of beverage for college age drinkers, especially in the UK, more companies have been creating new products to appeal to the Halloween market. Although the aptly named Hobgoblin has proclaimed itself *the* beer of the spooky season, other adult beverage companies are offering competition to the popular brand. Heineken's Strongbow brand now has Dark Fruits on the market, while Brothers has Toffee Apple Cider and has even "developed a range of Halloween cocktails, so consumers can experiment further at home" (Why Cider Brands..., 2019).

### *Sources:*

*What's on the Horizon for Halloween: Trends in Costumes, Party Supplies and Gifts.* (2019). *Souvenirs, Gifts, & Novelties*, 58. Retrieved from *Business Source Ultimate*.

*Why Cider Brands Feel Halloween is a Supernatural Fit.* (2019). *Grocer*, 50. Retrieved from *Business Source Ultimate*.

## *Know What You're Saying*

We know papers and presentations can be stressful. You invest so much time and effort to get things just right in the hopes of making an A. Help make sure your message comes through loud and clear by getting some feedback on your work.

BLCC has a Writing Center on the second floor where you may request a consultation. They are walk-in only and are open Sunday-Thursday, 5:30-9:00pm to accommodate you after-class.

Over in Wehner, business students can find help in the Communication Lab. In addition to writing consultations, individuals and groups can practice and refine their presentations, or create and assess a personal portfolio. They are located in Wehner 239.

To book an appointment, visit their website: <https://mays.tamu.edu/communication-lab>



## *Tricks & Treats on Reserve*

There are a few policy changes to some of our more popular items. First, the good news: Projectors and adapters can now be checked out for 3 days at a time! Late fees are \$25 and \$5 per day, respectively.

Perhaps less exciting are some changes to our course reserves. Going forward, we will no longer have a grace period for returning textbooks. Be sure to take note of when your books are due and plan your studies accordingly to avoid any fines. Late fines for textbooks will continue to be \$3/hour.



**BLCC**

### *Libraries Contact Information:*

**Evans:**  
979.845.3731

**Business Library:**  
979.845.2111

**Medical Science:**  
979.845.7428

Reserve a study room online at the library homepage: [BLCC.library.tamu.edu](http://BLCC.library.tamu.edu) under Quick Links!

Copies of the newsletter are available at the Ask Us Desk.

*The newsletter is written and published by the Business Library & Collaboration Commons Staff.*