

AVN

Castle Megastore Throws Costume Extravaganza



Store teamed with Leg Avenue, others for Halloween event.

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PHOENIX - Castle Megastore teamed up with Leg Avenue to host a Halloween Costume Show that still has people talking, according to Marketing Manager Ed Quillard.

"Leg Avenue came in style with four of their finest models," he said. "The ladies tore up the runway, sporting Leg Avenue costumes that left the audience screaming for more. This event is yet another confirmation of how Castle Megastore continues to strive to be the best."

Held Oct. 13 in Phoenix and on Oct. 20 in Tacoma, Wash., the event treated attendees to tons of goodies, a chocolate fountain, food, drink and lots of "fabulous door prizes," Quillard said.

Other participants included top novelty vendors such as B. Cumming Co., California Exotic Novelties, Empowered Products and Topco Sales, all of which had representatives at in-store kiosks.

Topco Sales representative Tera Grengs told *AVN Novelty Business* that she took the opportunity to educate customers in attendance.

"I love helping educate the public on toys and lubricants," she said. "I also gave product tips and information, and gave away free samples of our new Fizz lubricants. I presented a prize winner with a large basket of goodies."

Adam Rubin, who represented Empowered Products, told *ANB* that "it was a privilege to be part of such a well run and executed event [and] to connect with our client and educated customers in a fun, relaxed environment."

Al Bloom, director of marketing for California Exotic Novelites, was on hand at the Tacoma event to demonstrate products, give away prizes and speak to guests at the fashion show.

"Margaret and her staff did a great job putting the event together," he said. "It was well attended, and all of the attendees had a great time. California Exotic Novelities is always pleased to work at events like this, as it furthers our commitment to education about sex toys."

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