



NEWS STORY

Castle Megastore Hosts Biggest Costume Contest Yet

Saturday, Oct 10, 2009

TEMPE, Ariz. — Adult retailer Castle Megastore hosted its highest-attended Halloween Costume Fashion Show on Oct. 2, held at its Deer Valley store in Phoenix. The company reported more than 500 in attendance.

Castle and Dreamgirl Lingerie, the event's repeat title sponsor, together host this show every year, its first was held three years ago. This year's standing-room-only event was fairy tale themed and showcased the newest styles of Halloween costumes.

Castle partnered with local radio station KISS-FM and one of its morning show hosts, Special K, to give out a grand prize trip for two to Las Vegas with bonus prizes included. Other prizes and gifts were awarded to attendees.

Other lingerie sponsors included Leg Avenue, Coquette and Elegant Moments. Each showcased its new fashions for the season during the event.

Product sponsors, who hosted tables located throughout the store, included System Jo lubricants, Doc Johnson, California Exotic Novelties, Pipedream Products and Evolved.