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## LITTLE GHOULS & BOYS DRESSED IN



## LOOK SPOOK-TACULAR ON HALLOWEEN

***NO TRICKS, JUST TREATS WITH COSTUMES SO DURABLE  
KIDS GET TO DRESS UP ALL YEAR LONG!***

Lake Barrington, IL –The big search for a great Halloween costume has begun. “What are you going to be for Halloween?” is now a critical question for the preschool to middle school-age set. So what’s a parent to do?

There’s no tricks, just treats when savvy parents invest in one of the nine Get Real Gear costumes from Aeromax. The surprisingly high quality costumes look so realistic, kids will beg to dress up beyond the Halloween season. And they can, because each Get Real Gear outfit is constructed with high quality fabric, strong stitching and intricate details that won’t fall apart once the bowl of Halloween candy disappears.

It’s an economic fact that parents don’t mind spending their dollars on Halloween costumes and accessories. But they expect their purchases to last beyond the stroke of midnight. “One of the nation’s fastest-growing holidays for retailers,” reports the Jacksonville Business Journal in October 2003, “Halloween now rakes in nearly \$10 billion a year, including \$1.5 billion for costumes.”

Forget cartoon characters. Kids want to look and act like real heroes. From an out-of-this-world astronaut to a sophisticated police officer or fire fighter, the Aeromax line of Get Real Gear has just the right stuff for every ghouls and boy’s imagination. Parents who can’t wait for pumpkin season can shop today by calling 1-877-776-2291 to find a neighborhood retailer or visit their local Halloween shop. Catalogers Sensational Beginnings and Leaps & Bounds sell the costumes in both their catalogs and their websites.

Kids understand that there’s no need to wait until late October to play dress up! *Grandparents Magazine* described the joy of make-believe in its Aeromax review last year: “The policeman costume, tested by a 5-year-old up the street, has been worn non-stop since I gave it to him almost two weeks ago. He decided that Halloween is everyday for him.”

“It’s all about the authenticity and level of self-esteem it brings to a child who aspires to be something special,” said Mark Levine, president of Aeromax. This year Aeromax

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[www.aeromaxtoys.com](http://www.aeromaxtoys.com)  
877-776-2291



offers career-oriented costumes for children sizes 2 to 14. Each unisex costume is available in four sizes: 2/3 for ages 2 to 3, 4/6 for ages 4 to 6, 8/10 for ages 8 to 10, 12/14 for ages 11 to 12. The richly-detailed attire is machine-washable and boast of finished seams and locked stitching sure to last along time!

• **Jr. Astronaut Suit:** Whether it's off to Mars or trick or treating around the block, this Jr. Astronaut suit is sure to please any young space traveler. It's bright orange NASA-color fabric is outfitted with tons of zippered pockets and straps with buckles for harnessing oneself for zero gravity. Knee patches and embroidery complete the realistic look with a special commander NASA patch. Comes with a custom-embroidered cap with NASA logo. Add a domed space helmet, complete with a button to mechanically lower and raise the faceplate. Press another button and you'll hear Houston count down to blast off, then the realistic sounds of a rocket taking off. Helmet sold separately. \$49.95



• **Jr. Air Force Pilot:** This authentic looking Get Real Gear costume will take kids from jumping off the bed to zooming off the Flight Deck. Kids will adore the official Air Force one-piece design and Air Force custom patches. The costume is loaded with lots of zipper pockets. The Air Force-style helmet with retractable shield is sure to take kids' imaginations to new heights. Helmet included and also available separately. \$49.95



• **Jr. Flight Suit:** Kids can soar to another galaxy with this one-piece royal blue jumpsuit that sports easy Velcro "buttons," special pockets, wide elastic waistband and ankle bands for custom fit. Note embroidered NASA logos on hat and suit. \$37.95 (Not Shown.)

• **Jr. Executive Chef:** Cooking up some witch's brew or spider cookies? This handsome outfit includes a very realistic double-breasted chef's coat with lots of pockets, official checkered pants, genuine embroidered chef's hat plus cooking mitt with button attachment. Proud winner of iParenting Media Award in November 2003. \$54.95 (Not Shown.)

• **Jr. Champion Racing Suit:** Youngsters will finish first trick or treating with this silky & smooth one-piece racing suit loaded with custom embroidery and logos, stitched and padded knee plus elbow patches, full-length zipper, official tabbed neck and ankle straps. Elastic waistband makes for a custom fit. The fully embroidered racing cap is adjustable and included but may also be purchased separately. \$49.95 (Not Shown.)

• **Jr. Fire Fighter Suit/Black:** Handsome 100% heavy duty cotton suit in black includes an adjustable hard helmet; adjustable bib overalls with pockets and reinforced knee patches; adjustable suspenders; coat with buckles, zipper, reflective pockets, and authentic gauntlet cuffs; Elbow patches are reinforced, too! \$59.95 (Not Shown.)

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• **Jr. Fire Fighter Suit/Tan:** Same great quality in the official tan color. Kids who sport this costume will be true super heroes when they look and feel just like the pros! \$59.95

• **Jr. Police Officer:** Enforce the Halloween rules of candy-giving wearing this two-tone blue costume. With all of the must-haves including handcuffs with two keys, police duty belt with holders, baton, ID wallet, police radio and whistle. The suit made of 100% cotton with embroidered official-looking patches and badge. Topping it off is a cloth police cap with badge. This costume won an award from NAPPA (The National Association of Parenting Publications of America) in 2003. \$57.95 (Not Shown.)

• **Jr. Train Engineer:** All aboard the class Halloween parade with this adorable engineer outfit constructed of 100% heavy duty cotton that arrives with matching overalls and hat, accented with real leather gloves and a red bandana! Next stop – Candy Land! \$43.95 (Not Shown.)

