

## Spring Promotions

### Selling St. Patrick's Day and Easter at Party Stores

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June Schiada, (left), owner of PJ's Party Supply in Denton, Texas, photographed with Caroline Lara, director of advancement for the Cumberland Presbyterian Children's Home of Denton. Schiada presented over 60 costumes that were accumulated during the annual Collecting Costumes for Charity drive to Lara. St. Patrick's Day generates steady business from bars and restaurants for the store, while Easter brings in customers planning church luncheons and events.

Thanks to retirement communities in the area, PJ's Party Supply in Denton, Texas, gains steady year-round business for special days such as St. Patrick's Day and for the Easter season. The latter also generates business from bars and restaurants, while Easter brings in customers planning church luncheons and events.

While acknowledging in recent years she has cut back a bit in buying party supplies for specific holidays, owner **June Schiada** said her 10-year-old, 6,000-square-foot store remains competitive with mass merchants. One way to achieve this, she said,

has resulted from serious efforts to "take the time needed to find exclusive patterns and styles others in my area don't or aren't likely to carry."

She also believes her rental department featuring a variety of party machines/equipment, linens, candles/

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holders and more plays an important role in the success of her party store.

Businesses promoting parties, such as bars, restaurants, private clubs and others, make St. Patrick's Day a strong sales time for To-Do's,



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**940-384-7789**

Patrick Schiada - Rental Division  
June Schiada - Party Division  
sales@pjspartysupply.com