

### Create Festive Pop Corn Gift Baskets



Gift baskets with pop corn and movie theme can be created for any season.

(NAPS)—If you're looking for a perfect gift, consider a gift basket you make yourself. It's easy to craft, attractive and inexpensive. What's more — it's great family fun!

The best gift baskets always start with a theme, and the folks at Jolly Time Pop Corn in Sioux City, Iowa, suggest a motif that appeals to kids age six to 106 — POP CORN and MOVIES on video! According to a recent "Pop Poll," more Americans (nearly 60 percent) consume pop corn while watching TV or a video than at any other time.\*

Seasoned or first-time crafters can gift wrap the entire movie theatre experience (without sticky floors or gum under the seat) for friends and family when they include America's number one-selling double-buttered microwave pop corn — Blast O Butter...the Ultimate Theatre Style Butter Microwave Pop Corn. Since it was introduced, it has won a number of taste tests because of its butter-riffic taste and crunch of movie theatre pop corn.

Jolly Time offers the following ideas for an anytime pop corn gift basket with variations. The content can be modified to suit your budget

or the recipient's personality.

#### Cozy On The Couch Basket

The perfect gift for anyone who could use a night "in" at the movies (and who couldn't?)

- Blast O Butter Microwave Pop Corn
- Fuzzy slippers or thermal socks
- Decorative mug
- Decorative pop corn bowl
- Favorite video ("Titanic")
- Spiced cider or hot cocoa mix
- Red/yellow Delicious apples
- Fancy printed napkins

#### More Gift Ideas:

For teacher — Add an apple pin and a 1999 wall calendar.

For sweetheart — Add gift certificate for take-out dinner; scented candles; CD movie soundtrack.

For grandparents — Add videotape of grandkids; framed photo of kids.

For college student — Add pre-paid phone card; stationery with pre-stamped envelopes.

\* National telephone survey of 1,000 adults, age 18 or older, conducted for Jolly Time Pop Corn by Market Facts, October, 1998.

# Survey shows mall santas get real

## Real white beards, real round bellies, real santa spirit

(NAPS)—As Santa Claus returns to the malls this Holiday season, so too, come the traditional values he represents.

"Every year Santa fills our mall with laughter, joy and goodwill. And, he's a good guy. The survey shows why. He's smart. He's special. And, of course, he has that dash of merry mischief and a twinkle in his eye," said Mary Kiley, senior vice president, Marketing Services, General Growth Properties.

Today's mall Santa Claus is very well educated and computer literate, with 59 percent holding a college or graduate degree. The majority of surveyed Santas, or 54 percent, use the computer on a regular basis.

And Santa is loyal. He is married with an average of 3.12 children and 7.14 grandchildren, according to the 1998 GGP Santa Survey™. The annual survey is conducted by General Growth Properties, Inc. (GGP), one of the country's largest mall owners/developers with a network of 120 malls located throughout the United States.

Ninety-one percent of Santas surveyed are devoted to the magic of the role and prove it by sporting real white beards and large, round bellies. Year-after-year they still show their devotion. Santa is also older and more experienced, reporting an average age of 58 years (1.1 years older than last year) and 9.9 years of Santa experience (up 1.35 years from 1997). "The hardest part of the job is controlling my emotions around the children," stated



one mall Santa. "Sometimes they are so sweet, they make me want to cry." Many of today's Santas speak to the children in their own language with 20 percent multi-lingual, and 26 percent able to speak in sign language.

Surprisingly, Santa's favorite food is vegetables with salads a close second. Still, he weighs in three pounds heavier than last year

with an average of 225 pounds per Santa. Eighty-nine percent say they are health conscious and try to exercise. Even so, Santa says to keep on leaving the milk and cookies out, because everybody needs a little chocolate from time to time.

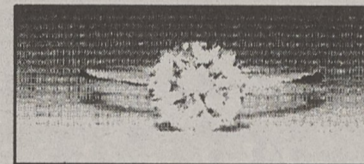
To view the Santa Survey or find hot gift ideas for the holiday shopper, visit the General Growth Web Site at [www.generalgrowth.com](http://www.generalgrowth.com).

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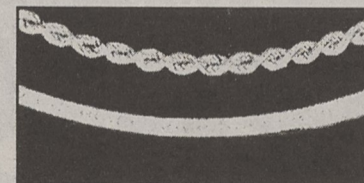


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