

## SUPER BOWL PARTY TIPS FROM FACTORY CARD & PARTY OUTLET

### Super Bowl Parties Quickly Becoming More Sophisticated Events

January 21, 2008 – Tempe, Arizona will be the site of Super Bowl XLII, and Southwestern will be the predominant party food theme, predicts [Factory Card & Party Outlet](#), the leading party supplies retailer. Factory Card & Party Outlet reports that Super Bowl parties rank as one of the top party planning events each year.

“Super Bowl parties are significant events that provide an exciting midwinter break,” says Sean Wheatley, Factory Card & Party Outlet’s Director of Marketing. “The Super Bowl returning to Arizona will bring a zesty “salsa” spirit to parties this year.”

Factory Card & Party Outlet provides the following advice to help football fans put some zip into their Super Bowl party:

- **Spice Up The Snacks:** Start with Southwestern-inspired munchies, including Chipotle Salsa and Chips, Black Bean Dip, Shredded Chicken Tacos, and Jalapeño BBQ Wings. [Southwestern party supplies](#) will add even more spice to your table.
- **Stock Up On Super Bowl Party Supplies:** Set the tone with the right stuff. Everything from plates to table covers are available in all 32 NFL teams, including the [New England Patriots](#) and the [New York Giants](#). Or choose the [Super Bowl XLII](#) theme for everything from napkins to cups.
- **Raise The Stakes With A Contest:** Make the party interactive with a little quiz or contest. Select a few fun items and give out [Football prizes and favors](#) throughout the Super Bowl for guests who most closely answer questions like “what will the score be at Halftime?”
- **Create A Party Place:** To optimize viewing for the game, rearrange your living room so that the comfy chairs and sofa all have the best angle on the wide screen. Or, bring a smaller TV into the room and multi-screen it. Then add [Football decorations](#) like lights, confetti and more to really set the mood.
- **Carry On Super Bowl Traditions:** Whatever your Super Bowl Party tradition, Factory Card carries a wide range of NFL, Super Bowl and Football [party supplies](#) that can help you score a touchdown on game day.

Wheatley suggests that shopping online will relieve the stress of party planning and ensure that you’ve got all the party supplies, decorations and favors you need well in advance of Super Bowl XLII. [Factory Card & Party Outlet](#) will accept online orders until Midnight, January 28 to arrive in time for the big game.

## **About Factory Card & Party Outlet**

Factory Card & Party Outlet, based in Naperville, Illinois currently operates 184 Company-owned retail stores in 19 states, offering a wide selection of party supplies, greeting cards, giftwrap, balloons, everyday and seasonal merchandise, and other special occasion merchandise at everyday value prices.