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The Ugly Sweater Store Unveils Top 5 Tips for Hosting an Ugly Holiday Sweater Party

Chicago, Ill., November 4, 2009 – The [Ugly Sweater Store](http://www.UglySweaterStore.com) (www.UglySweaterStore.com) has unveiled their top five party planning tips that will make your ugly holiday sweater party a smashing success. Ugly sweater parties began when the first fashion designer decided to hot glue sequined snowman to bright red sweaters, but now they've exploded onto the holiday party scene. The co-founders of the Ugly Sweater Store have developed the following list of party ideas for your 2009 ugly holiday sweater party:

1. Send your invites early.
 - o Add photos or a video clip to get the creative juices flowing.
2. Serve ugly, but delicious foods.
 - o Forget about the turkey and stuffing, and try casseroles instead.
3. Set a festive and cheesy mood.
 - o Festive holiday tunes or cheesy 80's hits will do the trick.
4. Reward guests for being ugly.
 - o Host an ugly sweater contest and don't forget prizes!
5. Plan an ugly activity.
 - o Decorate ugly-sweater shaped cookies or make holiday ornaments.

"Since college, parties have been our specialty so you can trust that these tips will make your shindig a hit," said Jenny Keeney, co-founder of the Ugly Sweater Store. "We can provide you with tons of tips and tricks for party planning, but remember that the key ingredient to any ugly sweater party is the sweater."

"We're excited to bring party tips into the mix for the 2009 holiday season. After receiving party inquiries last year, we realized that not only can we provide people with winning ugly sweaters, but we can also provide ideas to complete the party package," said Clarissa Trujillo, co-founder of the Ugly Sweater Store. "With an increased inventory that includes children sweaters, we are confident that this holiday season will be one to remember."

For more advice on planning ugly sweater parties, including recipes, or to find the perfect ugly sweater, visit us at our newly redesigned Web site: www.UglySweaterStore.com. Send photos, videos and share ugly sweater party ideas on our Facebook Fan Page (www.Facebook.com/UglySweaterStore.com), YouTube Channel (www.youtube.com/UglySweaterStore) or Twitter (www.Twitter.com/UglySweaters).

About the Ugly Sweater Store

The Ugly Sweater Store was founded in fall 2008 by Jenny Keeney and Clarissa Trujillo, two friends and fellow carpoolers who had plenty of time to build the business from the congested highways of Chicago. Their mission is to quickly and conveniently provide party-goers with quality ugly sweaters that will end their sweater-searching woes and make them the hit of the party.

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