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## **Pure Costumes to Sponsor FUEL the CURE Gala**

*Los Angeles based Halloween costumes retailer, Pure Costumes, has partnered with FUEL the CURE as a sponsor for its annual fundraising gala.*

LOS ANGELES, CA, September 23, 2015 – FUEL the CURE is a non-profit organization made of young professional volunteers with a clear goal in mind – to make philanthropy fun. The organization holds social charity events throughout the year to encourage people to partake in giving back to the community. Over the years, FUEL the CURE has donated hundreds of thousands of dollars to various organizations including the American Cancer Society, the Make-a-Wish Foundation, and Ronald McDonald House of Charities. KIPP Philadelphia and Hand2Paw are two organizations that were recently added to the list as beneficiaries. This year, the organization will be hosting a huge masquerade-themed gala on Halloween night and invited Pure Costumes along for the ride.

The event is expected to bring in over 750 attendees and will feature a five hour open bar, music and dancing, and a silent auction. The proceeds raised through the event will go towards helping underprivileged children with educational and health care needs. Pure Costumes has always valued with importance of children and family so the event was the perfect fit. The upcoming masquerade gala was also an excellent opportunity for Pure Costumes to showcase its products to a new audience. The partnership was made and Pure Costumes has pledged a donation of masquerade masks to be used for the event. In addition, the Halloween costumes retailer has provided an exclusive online discount for its attendees allowing them to save on the purchase of a masquerade mask for the event.

Over the years, Pure Costumes has seen a growing trend in charity events incorporating the use of costumes in their fundraising efforts. Now that more organizations are using costumes as a way to make events fun and interactive, this has allowed Pure Costumes more opportunity in using its products and services as a means of participating in the charitable giving. In partnering with FUEL the CURE, the Halloween costumes retailer hopes it will open the doors to sponsoring other charitable events in the future. To learn more information regarding the event and ticket purchases please visit [FUELtheCURE.net](http://FUELtheCURE.net).

### **About Pure Costumes**

Pure Costumes is one of the Halloween industry's most popular online retailers. Available year-round, the website carries a large selection of Halloween costumes for adults, plus size adults, toddlers, children, teens and pre-teens/tweens. Along with costumes, the online retailer also offers an impressive catalog of costume accessories, wigs, masks, and shoes. Pure Costumes prides itself on its excellent customer service and extensive experience in the industry. Its goal is to bring to its customers the best online Halloween costumes shopping experience possible. As a site with one of the highest return

customers year after year, Pure Costumes takes pride in being an industry leader. More information can be found at <http://www.purecostumes.com>.

**About FUEL the CURE**

Founded in 2008, FUEL the CURE is a lifestyle nonprofit made up of over 40 young-professional volunteers from Philadelphia, Boston, New York, Washington DC and London. By organizing volunteering and fundraising events that benefit a range of national and local charities, FUEL the CURE aims to inspire and enable a philanthropic lifestyle. The organization has donated \$389,000 to numerous charitable organizations and has engaged over 5,500 individuals in philanthropic activity. More information can be founded at <http://www.fuelthecure.net>.

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