



## **PARTY CITY PLANS GRAND RE-OPENING CELEBRATION AT EAST HANOVER, NJ STORE ON SATURDAY, MAY 4TH**

April 29, 2024

East Hanover, NJ – April 29, 2024 /PRNewswire/ -- Party City, a specialty retailer and global leader in the party goods and celebrations industry, will celebrate the grand re-opening of their East Hanover, New Jersey store location on May 4, 2024. In doing so, they invite the community to join them for a day filled with family-friendly activities, interactive demonstrations led by the store's party planning experts, and exclusive in-store offers.

The Grand Re-Opening celebration will be held on Saturday, May 4th from 10:00 am - 1:00 pm at the Party City store located at 346 Route 10 W, East Hanover, NJ 07936. Throughout the morning, enjoy demonstrations that will highlight simple ways to level-up any party or event. At 10:00 am, learn how to create a candy buffet; then at 10:30 am, learn how to build a balloon column. Shoppers will receive 10% off all candy buffet and balloon kit items purchased in-store on May 4th. Additional event features will include face painting, a coffee bar, product giveaways, and a raffle.

Customers will enjoy exclusive in-store deals and discounts, including 25% off a single item for all customers, 10% off Balloon orders placed in-store on opening day (for pickup or delivery within 30 days), and \$25 gift cards for the first 25 customers.

The grand re-opening will unveil the store's innovative design, an evolution of the retailer's latest format, which among other distinguishing features, provides a reinvented balloon shopping experience. Customers have easy accessibility to the depth and breadth of Party City's one-of-a-kind balloon assortment, which has a dedicated service area.

The latest design brings birthday shopping to the next level with what Dion Miliarexis, VP of Merchandising at Party City describes as "birthday worlds". "With this introduction, we have moved away from the traditional aisle experience and have developed two birthday worlds within each store. One is dedicated to kids' birthdays, and one for general birthday celebrations. These are complete mini-shops, with everything brought together in one place – this makes it easy for the customer to find everything they need and to hopefully discover a few surprises and fun ideas to add to their celebration along the way," says Miliarexis.

Party City's East Hanover, New Jersey store is one of several locations across the country where the new format will be introduced, with additional locations planned to open this year.

Party City shoppers can find their nearest store location at [stores.partycity.com](https://stores.partycity.com). To shop online or place an order for in-store pick-up or delivery, visit [partycity.com](https://partycity.com).

### **About Party City**

Party City Holdco Inc. (PCHI) is a global leader in the celebrations industry, with its offerings spanning more than 70 countries around the world. PCHI is also the largest vertically integrated designer, manufacturer, distributor, and retailer of party goods in North America.

PCHI operates across multiple businesses within its Retail Division and Consumer Products Division. On the retail side, Party City ([partycity.com](https://partycity.com)) is the leading omnichannel retailer in the celebrations category, operating more than 750 company-owned and franchise stores. The Consumer Products Division includes design and manufacturing entity Amscan, an industry leader in celebration décor, tableware, costumes, and accessories.

PCHI is headquartered in Woodcliff Lake, N.J. with additional locations throughout the Americas and Asia.

For more information, please visit [www.partycity.com](https://www.partycity.com) and follow Party City on [Instagram](https://www.instagram.com/partycity) and [TikTok](https://www.tiktok.com/partycity).

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