**Holiday Greeting |
Halloween – LPL**

*Must be used with your Advertising Review Team approved letterhead or email signature.*

LPL Compliance Approval # 1-05376272

The attached has been given an 'Approved As Is' status by the Advertising Review Team. Advisors who are interested in using and/or customizing pre-approved materials should ensure an understanding of the **Pre-Approved Communications** section of the **Advisor Compliance Manual** posted on ClientWorks. This section of the compliance manual includes instructions on how to use pre-approved materials and meet the necessary Books and Records requirements.

# [Subject line] Be Anything You Want to Be on Halloween!

“On Halloween you get to become anything that you want to be,” writes Ava Dellaira in *Love Letters to the Dead*.1

Halloween has been celebrated for centuries, originally as a New Year’s Festival by the Celts in Ireland, who believed that on this day, the spirits of the dead would come back to the living world to walk where they had in their living days. The festival, called Samhain, was to celebrate the end of the summer and subsequently the harvest season.2

Now it’s a day when we can be, as Dellaira writes, anything or anybody we want to be. Or more accurately, we can dress up and pretend to be anybody we want to be. The tradition of dressing up in costumes and going door-to-door asking for treats didn't start until the 19th century.3

But the beautiful thing is that you don’t have to pretend – you can be anybody you want to be the rest of the days of the year also. It just takes a little goal setting and planning. Get in touch with us if you feel like we can help you pursue your financial freedom!

Until then, we hope you have a happy, safe and fun Halloween!

Sources:

1 <https://www.goodreads.com/quotes/6862286-halloween-is-one-of-my-favorite-holidays-christmas-and-the>

2 <https://www.worldhistory.org/article/1456/history-of-halloween/>

3 https://www.history.com/news/halloween-trick-or-treating-origins

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