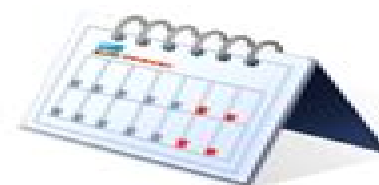


## Holidays

Story By: Andrew Frinkle

Henry liked Spring Holidays, because he liked the weather. Sometimes it was hard to get excited about May Day, or President's Day, but St. Patrick's Day was fun. It was amusing to wear green and eat green foods, even if he wasn't Irish. Easter was a good holiday, too. You could see the Easter Rabbit, hunt for eggs, find candy, or go to church if you wanted. April Fool's was also pretty fun. Henry liked playing jokes on his family and friends.



Sandra liked Summer Holidays, like Independence Day. She always went to the air show to see airplanes or hot air balloons. In the evening they'd shoot off fireworks. Mother's Day and Father's Day were usually in the summer, or close to it, too. On Cinco de Mayo, her family ate Mexican food, just for fun. On Memorial Day, Sandra went to visit her grandfather's grave. It was a sad day, but a good day to remember.

Judith loved Fall holidays most. Sweetest Day wasn't that popular, but it was a nice day to be kind to the poor, and sometimes she got candy. Halloween was such a great time. You could dress up in costumes and go trick-or-treating. Things were all decorated in very scary ways, and it was fun to watch scary movies with your family. Thanksgiving was just a few weeks later. She always ate so much turkey, stuffing, mashed potatoes, and sweet potato casserole. Between Halloween's candy and Thanksgiving's turkey, it had to be the best food season of the year.

Winter holidays were Thomas' favorites. Christmas was a great time to be with family, to eat wonderful food, and to give or receive gifts. His family often went caroling, and the decorations were probably the best of the year. New Year's was exciting, because everyone stayed up late and cheered when the year changed, and there were often fireworks. Not only that, but both holidays were sort of two days: Christmas Eve had Christmas, and New Year's Eve had New Year's Day. If you didn't celebrate those, there was always Chanukah or Kwanzaa. Valentine's Day even fell in the winter, even though it was February, and on Chinese New Year, his whole family ordered takeout from the Chinese Buffet.



None of them could decide for certain who had the right opinion, but they all agreed that holidays were fun. Some were for seeing people you loved, and others were holidays that reminded you to be kind and generous. They were certainly all very fun.

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web aug 7 2017 this paper aims to empirically test the relationships between brand concepts and brand equity while exploring the mediating roles of emotional attachment and customer commitment the research investigates the effect of brand concept on the customer brand relationship and brand performance

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web jun 15 2023 what is brand equity brand equity refers to a company s visibility and reputation in the marketplace and consumers view of the brand building positive brand equity can make it possible for businesses to gain market share increase profit margin extend your product line and introduce new products easily charge premium prices

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web this article assumes that brands should be managed as valuable long term corporate assets it is proposed that for a true brand asset mindset to be achieved the relationship between brand loyalty and brand value needs to be recognised within the management accounting system it is also suggested that strategic brand management is achieved by

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web mar 10 2018 from some previous definitions it can be concluded that brand equity is an added value of a product or



service that is built from some dimensions such as brand awareness brand loyalty perceived