

It's the Great Pumpkin (Spice Latte), Charlie Brown!

By: Lee Singletary

What's better than free costumes and Jack Daniels? Starbucks, of course! Fall has finally arrived in all of its autumn glory with the change in the leaves, abundance of track jacket wearers and the diminishing excuses that it's either too hot or too cold to venture outside. What makes fall such an attractive holiday to me? Well besides the fact that most people look better when they're covered up in their outerwear or that I continually find more things to add my good ol' buddy Jack Daniel's to (e.g. apple cider and pumpkin bread batter), I just get happier during this season.

Not only do the traditional customs of fall lift my spirits more than any other season, but also I always find myself having more fun, especially when anticipating a few awesome holidays. Yeah sure, Halloween, Thanksgiving and dare I say it... Christmas have all been deemed "consumer holidays" at some point or another, but hey, I'll buy into the lucrative U.S. holidays so long as they make me happy!



I can't help it; I just get a warm, fuzzy feeling during all of the autumn awesomeness that surrounds me. Perhaps it's knowing I don't look creepy going to a pumpkin patch (since I have a 10 year old brother to drag along with me), or maybe it's knowing that AMC will constantly be running the oh so glorious Charlie M. Schulz movie, **It's the Great Pumpkin, Charlie Brown**.

I'll be honest, this seasonal enthusiasm is likely stemming from the excitement I have knowing that I can walk the streets dressed up on Friday as **Ke\$ha**, Saturday as Clifford the Big Red Dog, and Sunday as a Facebook profile page and not be judged for it!

The more I think about my obsession with the fall, I realize that my intrigue is deeper than the Charlie Brown special or dressing up as that hot mess, Ke\$ha, it originates with my long time comfort buddy, the Starbucks **Pumpkin Spice Late**. Yes, fall is the pinnacle season of my year, better than the summer vacations, spring flowers and winter's holidays. All the credit is due to the deliciously creamy and rich gem, which makes its limited time appearance during the fall months.

Let's face it; hugs and **Snuggies** make you warm from the outside-in, but nothing warms

the inside-out faster than a delicious grande or venti, over-roasted yet gently-brewed drink from everyone's friendly neighborhood staple - Starbucks. Sorry Mr. Schulz, Charlie is played out and now that I have spent my life savings on a college education, I now know that Halloween is a consumer buying behavior trap.

Colleagues and classmates, it is OK, you can take comfort by just knowing that Halloween is quite childish, but if you are still looking for an excuse to drink/party, there are plenty of **free costume ideas** out there. Besides, I would rather spend what little money I do have on a grande Pumpkin Spice Latte for a mere 4.05 dineros.