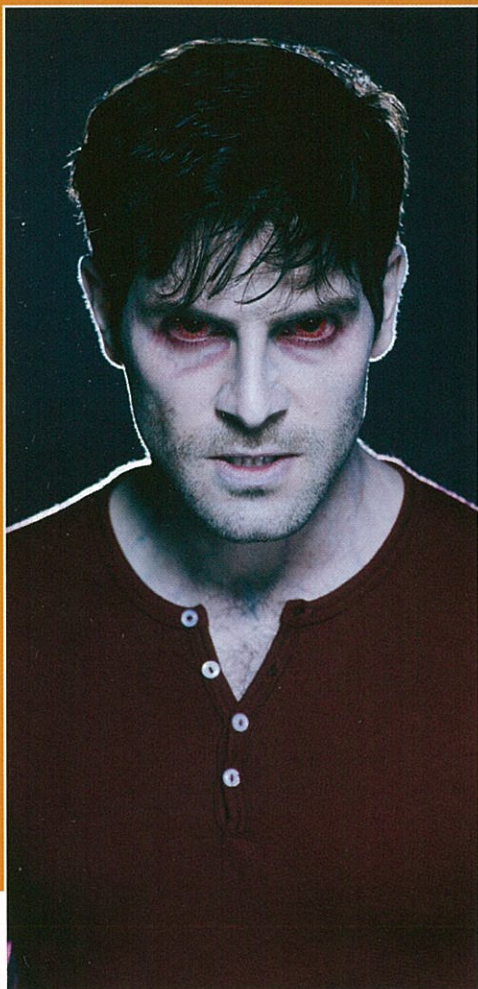


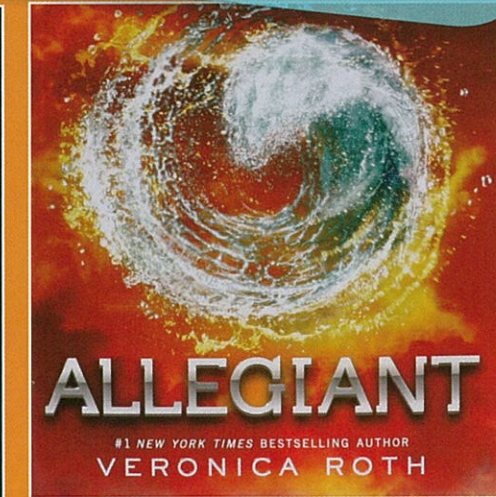
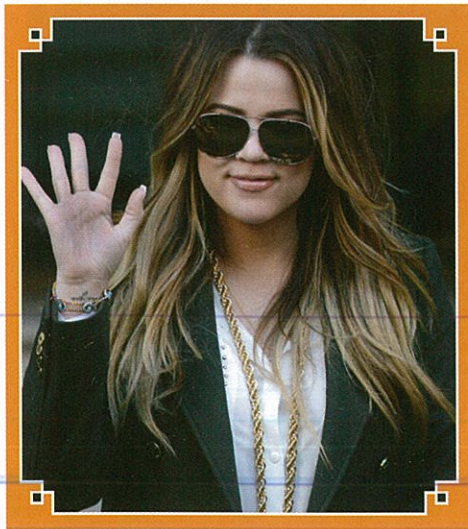
# POP CULTURE



**This Trend is a Hoot**  
The wise, wide-eyed owl is popping up everywhere as a whimsical motif in jewelry and accessories.



**Zombies Invade Pop Culture**  
Zombies walk and feed among the living in hit movies, popular television shows, and trendy costume parties.



## Tris Trumps Katniss

Amazon.com announces that pre-orders for *Allegiant*, the final book in the *Divergent* trilogy by Veronica Roth, are outselling the final book in the *Hunger Games* trilogy.



## Smooth Move

Kids take over the family blender to make quick, healthy fruit and veggie smoothies for breakfast or afternoon snacks.

## Pocket Fuel

Busy kids get fast, balanced nutrition on-the-go with Hormel's new REV Wraps, high-protein snacks made with meats and cheeses.

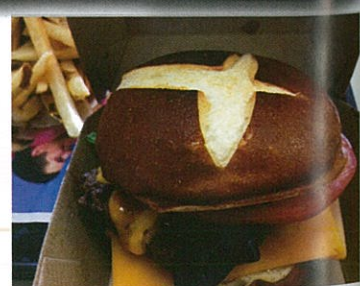


## New Hair Hues

Hair stylists report that their customers, male and female, are asking for ombré hair color that starts dark at the roots and becomes gradually lighter toward the ends.

## Nutritious Candy

The Gatorade® brand introduces G Endurance® Carb Energy Chews, a sweet treat that contains carbohydrates and B vitamins for athletes.

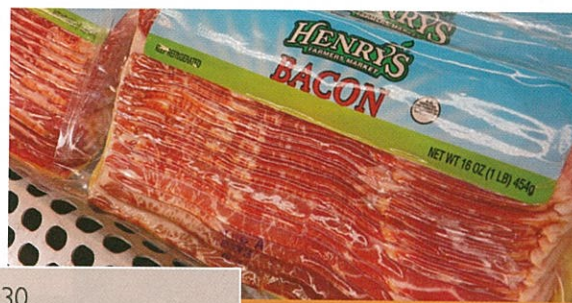


## A New Twist

Pretzels are the latest fad food. Fast food restaurants introduce new sandwiches on pretzel buns. Pretzel-based snack foods soar in popularity.

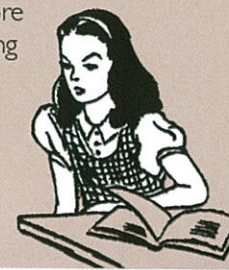
## Better With Bacon

It's not just for breakfast anymore. Trendy restaurant chefs and home cooks add bacon to everything from appetizers to desserts.



Sundays should be 30 hours so I have more time to put off doing my homework...

someecards  
user card



## Advertisers Connect With Social Media Users

Consumer brands like Ford and The Home Depot are featured on Someecards, the humorous electronic greeting cards users share on Facebook.

# #hashtag



## Everyone's Using Social Media Hashtags

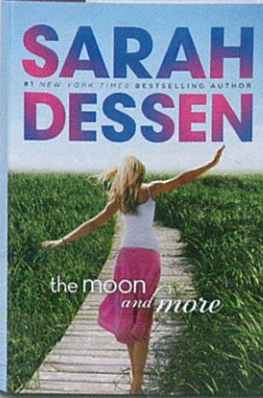
The Twitter #hashtag helps users connect to trending topics; entertainers, sports figures, and consumer brands get in on the act.



## World's Most Powerful Celebrities 2013

1. Oprah Winfrey, \$77M
2. Lady Gaga, \$80M
3. Steven Spielberg, \$100M
4. Beyoncé Knowles, \$53M
5. Madonna, \$125M
6. Taylor Swift, \$55M
7. Bon Jovi, \$79M
8. Roger Federer, \$71M
9. Justin Bieber, \$58M
10. Ellen DeGeneres, \$56M

Forbes Magazine



## Dessen Fans Welcome New Novel

Young adult fiction writer Sarah Dessen releases her twelfth book, *The Moon and More*, about a young woman who is about to leave her coastal hometown for college.

**Keep Calm and Be Silly**  
"Keep Calm and Carry On," a British slogan from World War II, inspires parodies like "Keep Calm and Have a Cupcake."

