

May 31. 2012

HOOPTILA:

A new term for :

1. making a big deal out of something that may not merit it
2. more than Hoopla, it is a Hooptila – a bigger event in the mind
3. Over-emphasis to something that may not merit it
4. Bigger than life, more fun than initially thought.

Term from the creative mind of Dyan R. Venable (born Dyan K. Ricketts, of Bentonville, Arkansas (home of Wal-Mart, amongst other things).