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Official 28th Annual

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H A P P E N I N G S



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Over 140 Attractions,
Events, Venues &
Businesses
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2009 Media Information Packet

Take the





**Thank you for
your inquiry about
Haunted Happenings
2009!**

Thank you for your interest in America's premiere Halloween festival in the bewitching seaport of Salem, Massachusetts!

Inside this media kit you will find information about the 2009 Haunted Happenings, a little bit about our city, and information on the over 125 events, venues and businesses participating in this year's festival held annually.

Please feel free contact us for more information about Haunted Happenings, send us your articles and to come and visit our event.

Destination Salem Office for Travel & Tourism Media Contacts

Kate Fox

Executive Director, Destination Salem

877.SALEM MA | 978.741.3252 | kfox@salem.org

Jerrie Hildebrand

Marketing and Communications, Haunted Happenings 2009

978.741.4222 Work | 978.828.0222 Cell | jerrie@hauntedhappenings.org

Haunted Happenings Marketing & Advertising Committee

Kristie Poehler, *Hawthorne Hotel*

Christian Day, *Festival of the Dead*

Merry Ward, *Salem Witch Museum*

Tammy Harrington, *Salem Trolley*

Kristie Poehler, *Hawthorne Hotel*

Melissa Walker, *Salem Ferry*

Maggie Glidden, *Peabody Essex Museum*

Tourism and Travel Organizational Partners

Destination Salem

Office of the Mayor, City of Salem

Massachusetts Office for Travel and Tourism

North of Boston Convention and Visitor Bureau

Salem Chamber of Commerce

Many thanks to the city's tourism stakeholders and the Salem business community for their ongoing support in marketing the destination of Salem, Massachusetts!



Request your free visitor guide today and discover Salem's maritime history, American heritage, museums, attractions, inns, restaurants, shops and festivals.

P.O. BOX 630 • SALEM, MASSACHUSETTS 01970

WWW.SALEM.ORG • 877.SALEM.MA



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A Bit About the Bewitching Seaport of Salem, Massachusetts

During the winter of 1626, a group of settlers from the Cape Ann area set out with Roger Conant to find a more permanent home. In their travels down the coastline, where the Naumkeag River meets the Atlantic Ocean they created a new settlement. It was initially called Naumkeag, meaning “comfort haven” in the language of the native tribes of the area. The settlement grew due to the rich farming and fishing community.

After years of building, Rev. John Higginson suggested a more religious name for such a beautiful place as Naumkeag and the people renamed the settlement Salem. This word is derived from the word *shalom*, meaning *peace* in Hebrew. It described the peaceful, seaside village where they had found refuge.

Salem faced a critical time in its history known as the Salem Witch Trials in 1692. Deep turmoil in the city arose when some of the town’s young girls fell sick. After examinations of the girls showed no evidence for what caused the illness, the doctor deemed them bewitched. The girls blamed their illness on hundreds of people. People were jailed for the use of witchcraft under the definitions of the word “witch” set forth by European Inquisitioners and laws.

For more information on the Salem Witch Trials of 1692 you can visit www.salem.org or research online for more about this time in our history. You can also pick up more information by visiting any of the sites in town.

In the eighteenth century, Salem began to build strong maritime, shipbuilding, fishing and overseas trade industries. Salem became the sixth largest city in the New World from it’s international trade. The city blossomed with prosperity.

During this time of abundance, beautiful homes and cultural institutions were built. Salem’s own architect and wood carver, Samuel McIntire designed and crafted some of the town’s most glorious Federal-style homes and churches. Today you can stroll the McIntire District and marvel at his works and see the diverse of architecture of the time.

As Salem moved into her Golden Age, author Nathaniel Hawthorne was born and bore witness to Salem’s growth. Hawthorne struggled with the actions of his ancestors during the Witch Trials and wrote some of the world’s most read novels, *The House of the Seven Gables*, and *The Scarlet Letter*. Today the home he wrote of is a must see site for visitors.

The Industrial Revolution brought yet another period of evolution to Salem. The tanning, leather and shoe-making trades shifted Salem to a manufacturing and retail center. Immigrants poured in to the city to take advantage of Salem’s wealth and the jobs available. Even today remnants of this era can be found in the celebrations of the various neighborhoods and the cultural diversity the city continues to welcome.

In 1914 the Great Salem Fire swept through much of the downtown area. It left over 3,500 families homeless and destroyed close to 400 buildings. As a city of great spirit, rebuilding efforts strengthened and expanded the community.

While most of Salem's history is diverse and rich in maritime and industrial trades, the one thing that continued to haunt it was the past association with the deaths of the innocent victims of The Witch Trials.

In the 1970's, Salem saw the new industries of travel and tourism, as well as cultural and historic preservation begin to grow. A movement to revitalize the city by caring for our historic institutions, museums, homes and cultural sites became a priority. It stimulated a new economic opportunity for the city as a way to use our past to educate others about our vital historic place in America's history.

During this past decade, educational institutions also became a priority. Schools were rebuilt. Institutions of higher learning expanded and began find their place on center stage. Connections to the business community and the various schools increased. There was a priority in fostering an educational future for the children and people of the city.

Today, Salem enters the 21st-century strong in continuing its redevelopment efforts. Real estate markets, business, and the creative economy are strong and vibrant. Salem's connections to Boston and surrounding communities via commuter rail, bus and ferry make it easy to explore Massachusetts' two most intriguing cities. Its estimated 41,000 residents enjoy the best of Massachusetts living.

Our world class museums and venues touch on the many aspects of Salem's history including the witch trials, architecture, maritime and life overall in the city and Essex County in the past and now. Exhibits are available for all ages. Cultural events, theatre presentations, musical venues and galleries offer a chance for evening entertainment and a peek at the creative economy blooming here. Visitors can find plenty to do whether they plan a day trip or stay a few days. There is so much to do, see and experience!

So while some people think of only Halloween when they hear the name of our city, it is clear there is so much more here.

We invite you to learn more about Salem's history. Contact the Destination Salem offices for more tourism information or for input on what to see and do. You will see why Salem, Massachusetts is America's Bewitching Seaport!

The City of Salem's Haunted Happenings 2009 Festival

Halloween is not celebrated any place else in the world with such fun and magic as in Salem, Massachusetts. With the changing colors of the leaves, New England autumn brings out the ghosts and goblins that Halloween is known for; you will find it all in Salem this October.

The 28th Annual Salem Haunted Happenings will begin on Thursday, October 2 with its Grand Parade and continues through November 2, 2009 with a full month of events, museums, attractions, shops, haunted houses and fantastic dining. This year over 125 businesses, attractions, venues and events are participating in the annual festival. At many attractions, cultural sites and museums you will find extended hours to celebrate the spirits of Halloween! All across the city from Front Street to Derby Street to Pickering Wharf to Salem Common, you find something to participate in.

Haunted Happenings began as a daylong party for children and has grown to a month long celebration. Many businesses and volunteers working together to welcome the world's visitors. It is our city's gift to the traveler enjoying beautiful fall foliage trips and to those looking for some Halloween fun.

Along with traditional Halloween celebrations, you will also find observances of Samhain and Day of the Dead happening in the city. These two holidays have much in common with Halloween traditions and activities. Samhain (pronounced *sow-when*, an old Celtic holiday meaning "*summer's end*") or Festival of the Dead (as it is known in some cultures), occurs at the end of October when the harvest season is done. Day of the Dead is generally observed on the first day of November and is celebrated in many faith based and ethnic communities. Only in Salem, will you find such a diverse weaving of autumn celebrations to experience!

Salem is a fine walking city and you won't want to miss a beat during Salem Haunted Happenings 2009, so bring good walking shoes. If walking is not your style, then hop on and off a local trolley. From events at the numerous museums to fabulous annual costume balls all over the city to psychic readings to playing on the Common, October is chocked full of events to for everyone.

Salem's streets are filled with fabulous retail merchants, internationally recognized restaurants, dramatic productions, psychic fairs, presentations of scary and seafaring tales and games. Inns, hotels and accommodations fill up quickly, and we encourage you to make reservations as soon as possible. Balls and feasts tend to fill quickly too, so we recommend booking early with these venues, also.

If you need more information, please let us know at halloween@salem.org and browse Destination Salem's website at www.salem.org, or the Salem Chamber of Commerce at www.salem-chamber.org. The calendar of events will continue to be updated as events are added. You can also find a copy of this year's Haunted Happenings Event Guide in PDF format online to download at www.salem.org. This guide is the official guide produced in collaboration with the Salem Chamber of Commerce, Destination Salem, the City of Salem and many fine businesses.

We look forward to seeing you in October. Come for one day, a couple of days or the whole month long! It promises to be a full and fun filled month of great things to do with friends and family. Catch the spirit of America's premiere Halloween festival in the bewitching seaport of Salem, Massachusetts!

Many thanks to the following organizations and individual's research and information associated with the writing of this kit.

References

Salem History

Destination Salem

Jim McAllister, *Historian*

Salem Rotary 1992 Calendar

Salem Wax Museum

Derby Square Tours

Peabody Essex Museum

Salem Witch Museum

Wicca & Witches in Salem

Cabot Tradition of Witchcraft

Festival of the Dead

Circle Sanctuary

Temple of Nine Wells

City Services

Ellen Talkowsky, *City of Salem Special Events Coordinator*

Office of Mayor Kimberley Driscoll, *City of Salem*

Information on Street Closings

For information about street closings, parade routes and city services for Halloween evening and during Haunted Happenings 2009 please visit www.salem.org or www.salem.com.

The Witch City Name

Long after the years of inquisitioners and executions, Salem is still referred to as the Witch City. Some people play with it and some work to move beyond it while some wish still it would just go away. It is however, Salem's unique place in this country's learning to be tolerant and open to diversity.

Today, we know the etymology of the word *witch* comes from Anglo-Saxon root of the words *wiccha* or *wicche* (pronounced *wit-cha* or *wit-che*) meaning a wise person, a healer, and a spiritual guide. The everyday and the most heard of use of the word *witch* came from European witch hunters in medieval times working to outlaw those not seen as holy under the definitions of the early church, the book *The Malificus Malificarum* (meaning *the witches hammer*) and other storytellers. So the word has seen its share of interpretations from the beautiful to the ugly. Maybe it is no accident the history of the witch came to pass through a city committed to and named for peace.

Writers have produced books and novels about the Salem Witch Trials or witches. Nathaniel Hawthorne, a descendant of a judge of the Witch Trials, confronted the subject of the hangings in his piece, *Alice Doane's Appeal*. In this piece, he called for a monument to be erected on the execution site as a reminder of the "errors of an earlier race." Statesman and cleric, Charles Upham would write and publish his two volume series *Salem Witchcraft: With an Account of Salem Village*. This became one of the earliest and most comprehensive treatments of the 1692 events.

Product sales featuring the witch came in to play in 1889, when the symbol of the witch on the flying broom was made as a souvenir spoon by jeweler Daniel Low as designed by his son Seth. After running a successful national advertising campaign to market the spoon, Salem faced an increase in publicity about its place in history. Out of this came the first mail order catalogue in 1892 called the *Daniel Low Year Book*.

The same year as Low's spoon appeared on the market, Parker Brothers came out with "*Ye Witchcraft Game*" and had to remove it from production due to negative feedback from local community members. Unlike Low's trinket, it was not seen as something the good people of Salem should be buying.

However, by the early 20th century a fish company, bottling plant, popcorn company, boat yard, and other businesses had adopted the "*Witch City*" name or used "witches" in their advertising.

The idea of marketing Salem's witch history expanded into tourism opportunities as early as 1935 when *The Old Salem Jail* on the corner of Federal Street and St. Peter Street opened to tourists by Abner Goodell. It featured a 17th century dungeon and a display of objects from the historic time period of the trials as well as a bill from a jailer for services rendered in 1692. When that

building was torn down in 1957, a remnant of an eight-foot square cell of the original witch jail was found.

Beginning in the late 1930's many institutions would embrace the "witch" theme. Salem High School's yearbook became *The Witch* and their sports teams took on the symbol of the witch on a broom as well as naming their teams "The Witches".

By the 1940's an effort to restore Salem's Corwin House by a new preservation organization, Historic Salem, Inc. was underway. This 17th century home belonged to Jonathan Corwin, judge of the famous trials. It is the only building in Salem with direct ties to the events of 1692. In 1948 the Witch House was opened to the public for guided tours.

The witch motif would later appear as the Salem Chamber of Commerce logo, city signage, and in the 1960's it appeared on the uniforms and vehicles of Salem's police department. The local newspaper, *The Salem Evening News* on April 6, 1962 would add a witch to the masthead. During the 1960's, resident John Bereford Hatch begin a ten year journey to convince the British government to overturn the convictions of the victims of the Witch Trials since Massachusetts was under British rule during the Witch Trials. He was unsuccessful in his attempt.

In the 1970's witches and witchcraft would face several interesting moments of exposure in Salem. During the summer of 1970, the cast of the popular television show *Bewitched* was filmed in Salem and surrounding North Shore communities with eight episodes featuring actress Elizabeth Montgomery. Since this time several movies about the Witch Trials such as *The Crucible* and *Three Sovereigns for Sister Sarah* (1985) have been filmed on the North Shore. Since this time, other more lighthearted films such as *Hocus Pocus* featuring Bette Midler as one of three Salem witches were filmed in Salem.

Contemporary Wiccan and Witch communities began to be noticed here in the 1970's also. Then Governor Michael Dukakis would recognize Laurie Cabot with a certificate calling her the "*Official Witch of Salem*" for her work with dyslexic children. Ms. Cabot began to teach classes and hold events for Witches from all over the country. In 1986, Ms. Cabot formed the Witches League for Public Awareness to dispel misconceptions about Witches and Witchcraft in the media. Today, she is the proprietor of The Cat, The Crow and The Crown and has authored many books on the Cabot Tradition of Witchcraft.

In 1991 The Temple of Nine Wells became the first and is still the only Wiccan church/temple in Salem with IRS church status. It was founded by Ms. Cabot and British Alexandrian Witches Gypsy and Richard Ravish. Today

the church is run by the Ravishes with services on the eight holy days of the Wiccan community and the services traditionally associated with religious institutions. Their work in collaboration with priests and priestesses from a variety of other Wiccan traditions deepens the diversity celebrated in the City of Salem.

During Haunted Happenings, Wiccans in Salem bring their celebrations of the holiday of Samhain to the city's diverse tapestry of activities. For this community it is a sacred time of year. Where some communities in America have harvest festivals and yuletide festivals, in this city events range from Samhain feasts to honor one's ancestors to psychic fairs to fabulous Witches' balls, and plenty of opportunities to educate oneself about this vibrant community.

In 1992, during the 300th anniversary of the Salem Witch Trials, a memorial was dedicated to the victims of 1692. During this year the Witch Trial Tercentenary Committee created as part of its mission, "*to lift the shroud of misunderstanding, remorse and shame*" surrounding the events of 1692. Also instituted that year was the Salem Award, given annually to an individual or individuals for their efforts in issues of social justice.

Over time formal apologies have been offered the families of the victims of the now famous Witch Trials. The State of Massachusetts exonerated those accused. The last of these were offered in 2005.

In 2005, in collaboration with TV-Land, Salem received a statue of Elizabeth Montgomery in her famous pose on her broom in front of the moon. It was a time for Salem to welcome its place in the world of pop culture. The statue was placed in downtown Salem at the corner of Essex and Washington Streets.

While Salem's connections to the word witch may never disappear, Halloween is a time when the various entities from cultural to religious to civic make peace with the term. From the green-faced witches of the Land of Oz to contemporary Wiccans, the term can invoke much thinking and challenge many preconceived notions.

There are so many happenings in October in Salem! You will have to come back again to see it all!

To Set-up a Haunted Happenings Informational Interview or Media Visit

If you would like to visit Salem for a fam tour or to visit as a media represented from a qualified media outlet, please contact our offices. We can support you in making appointments appointments for tours and interviews with some of our advertisers as well as media visitation card for some of our attractions. Press credentials will be required and qualified before your visit. All media passes are numbered and tracked at each venue and with our offices.

If you cannot visit for Salem Haunted Happenings and are going to be in town at another time please contact us also so we can arrange a conversation with you to answer all of your questions about Salem.

Have a great haunted season!

Images of Haunted Happenings for Articles

For images to use in articles about Salem's Haunted Happenings, please contact jerrie@hauntedhappenings.org or kfox@salem.org. Just let us know what kind of images you wish to display. We have everything from parades, museums, event and historic Salem available for use with proper copyright information being credited to the photographers. We can also put you in touch with the photographer directly for purchasing use rights from.

If you have images you would like to share with us for use in future Haunted Happenings or general images for other tourism publications and advertising about Salem or Haunted Happenings, please send them to our public relations department via electronic media or in hard copy format to Destination Salem, P.O. Box 630, Salem MA 01970. Please be sure that all electronic images are at high resolution of 300 dpi.

Getting to Salem & Getting Around Town!

Getting to Salem could not be easier! Just leave your broom behind and hop on board public transportation. Whether by land or sea you will find lots of ease and magic getting here.

It is easier during Haunted Happenings to park and come in to town on public transportation. No need to worry about parking! On Halloween night, it is the only way to get in and out without issues. Many streets in the downtown area are closed on Opening Night and on Halloween evening.

Beat the traffic and take the T! The MBTA has a fleet of buses, as well as commuter trains that leave from Boston and come to Salem if you prefer land transportation. *If you come from Boston or Rockport, Newburyport or Ipswich, the MBTA has you covered!* By sea, you can hop on The Salem Ferry at Long Wharf near the Aquarium in Boston for a 45 minute ride on the ocean along the coastline to Salem's Blaney Wharf.

Whether by land or sea, once you get in to Salem it is a quick 2-5 minute walk to all of the sites, sounds and activities of Haunted Happenings. From world class museums, delicious restaurants or unique shopping opportunities, you will find yourself all of a sudden there from all of the transportation outlets to and in town.

Once at Blaney Wharf you can hop on and off Salem's two trolley companies. CityView Trolley and The Salem Trolley continuously loop through the city with easy on and off places to stop, stroll and hop back on board.

There are also other sweet and unique ways to view the city. Horse drawn carriages, bicycle cabs, and of course our city taxis.

For information please go to www.hauntedhappenings.org for a list of our transportation sponsors. For the MBTA schedule go to www.mbta.com.

No matter how you get here though, you can leave your car home and find it easy to get around the city!

The 2009 Haunted Happenings Web Brochure

Online you will also find a pdf to download of the printed version of this year's 2009 brochure for Haunted Happenings. Also online at Salem.org, you will find the Destination Salem Visitors Guide and Map to learn more about Salem all year 'round. For more information about Salem outside of the Haunted Happenings season please go to Salem.org.

Salem's Haunted Happenings Partners



HauntedHappenings.org

The City of Salem's official website for Haunted Happenings sponsored by Destination Salem.



Destination Salem, City of Salem's Office for Travel and Tourism

www.salem.org

P.O. Box 630

City Hall, 3rd Floor

93 Washington Street

Salem, MA 01970

877.SALEM MA

978.744.3663



City of Salem, Massachusetts

www.salem.com

93 Washington Street

Salem, MA 01970

978.745.9595

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Thursday 8AM - 7PM Friday 8AM - 12PM



Salem Chamber of Commerce

www.salem-chamber.org

265 Essex Street, Suite 101

Salem, MA 01970

978.744.0004



North of Boston Convention and Visitor Bureau

www.northofboston.org

17 Peabody Square

Peabody, Massachusetts 01960

978.977.7760

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SalemDipity
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Salem Waterfront Hotel
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Witch City Consignment

Artemisia Botanicals & Witch's Weeds
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