



SALEM

MASSACHUSETTS



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Pitch Letter

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Dear Caroline,

We are reaching out today to share with you an exclusive first-access look at the new expansion of Salem as not only a Halloween destination, but a year-round weekend getaway. We would be overjoyed for Time Out to feature these new events and activities on their pages as Time Out is one of the top publications and go-to places to get the best news on things to do, *especially*, in the New York area.

We will be hosting a Nightmare Before Christmas party this year on December 20th 2023 at 6 p.m. We would love to invite you to a free stay at The Hawthorne Hotel the week prior to learn about the event and future plans for Salem including *exclusive* access to the behind the scenes of the Peabody Essex museum and The Witch Museum and their upcoming exhibitions.

Thank you for the consideration and I will follow up for any questions and comments!

Happy Holidays!

Press Release

FOR IMMEDIATE RELEASE

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Salem Throughout the Seasons: Winter 2023

Flea Markets: Salem's flea markets are the best place to find your spooky and homemade holiday gifts. Throughout the months of November to January, vendors from Salem's own local community will share unique wares, ranging from tarot cards to knitted scarves and hats, to your new favorite vintage gem. Local restaurants will also be participating, offering light refreshments and warm drinks to keep the chill out of your bones.

Nightmare Before Christmas Party (12/20/23): Halloween lasts until December 25th during our Nightmare Before Christmas Party! Inspired by the classic Tim Burton film, join Salem in an eventful and unforgettable night, including live performance by Harry Styles (who loves a good costume!), costume contest, and Halloween Town inspired drinks and food.

Exhibitions: New and exciting exhibitions are opening this holiday season, such as a fashion exhibition at the Witch Museum, which will showcase what witches have been depicted to wear in films throughout the centuries, including costumes from the *WITCH* and *Hocus Pocus*.

Salem, Massachusetts

"Founded" in 1626 by Roger Conant, Salem is known today for its rich history surrounding the Witch Trials of the 17th century. Additionally, Salem has a strong literary history, including the Scarlet Letter's author, Nathaniel Hawthorne. Landmarks of the 17th and 18th centuries, such as the Charter Street Cemetery, the Peabody Essex Museum, the Witch House, and the Witch Museum, are attractions that continue to pull visitors to Salem every year.

Few words go better together than Salem and Halloween. In 2019, 30% of Salem's annual tourist amount occurred in October. In the same year, local restaurants collected over \$100 million, most coming from the same month.

The land that Salem resides on belonged to the Naumbeag indigenous tribe. It is acknowledged the sickness, mass death, and war due to colonization that Roger Conant and the English settlers brought.

In the waking months of 1692, hysteria spread throughout the country, resulting in falsely accused prisoning and deaths. The most significant number of those deaths occurred in Salem, where 14 women and five men were hung under the accusation of witchcraft. The trials in Salem resided in the Witch House, as Judge Jonathon Corwin lived within its walls. During the 17th century, strong beliefs in the devil, in combination with an outbreak of smallpox, created the universal understanding of bewitchment in spectral evidence. Teenage girls acted strangely, staying up late at night and speaking in secrecy, and would condemn seemingly random men and women to their imprisonment and death. Today, the Witch House is the only direct structural tie to the Salem witch trials.



The Witch House is an educational powerhouse related to the witch trials of the 17th century. With the most current research and scholarship, the University of Virginia has digitized the original trial documents and their transcripts for general public access. They offer full-length documentaries on their youtube channel for further access and host events throughout the year. These events include the Winter Solstice, Spring Equinox, and Midsummer Solstice.

Similar to the Witch House, Salem's Witch Museum focuses on educating the public about those affected by the tragedies that occurred in 1692. The museum does not glamorize the events but offers educational and enlightening information. The museum's broad viewpoint on the practice and history of witchcraft from the 15th century to today brings visitors a personal connection to the innocent lives lost and debunks common myths of the trials.



The oldest continually operated museum in the country, built in 1799; the Peabody-Essex Museum continues on Salem's legacy of the occult and witchcraft. Its appearance in the 1993 classic Halloween film, *Hocus Pocus*, makes the museum a must-see for tourists across the globe. The museum provides self-guided audio tours and curatorial tours around the city surrounding the Halloween season on topics.