



# CANADA'S HALLOWEEN FESTIVAL

## WHAT IS DEDMONTON?

dEdmonton is a not-for-profit organization dedicated to the celebration of Halloween in Edmonton. “The More...the Scariest” is our motto – from fiendishly fun family activities, to devilishly diverse nightlife and horror happenings – Halloween offers something for everyone, and so does dEdmonton.

Our vision is to unleash a new Halloween festival upon our city - stitched, bolted and brought together from existing events throughout the Edmonton region. Halloween may be just one day, but the whole season offers huge opportunities. By bringing existing events together under one umbrella we hope to give Festival City another attraction, and to foster a festival atmosphere throughout all of October.

The choice of the name dEdmonton is a deliberate play on the word “Deadmonton” which has long been a rather derogatory nickname for our fair city. It is a word that has resonance for many Edmontonians, and we believe that is long past time that Edmonton reclaimed its nickname as a point of pride.

We aim to reanimate Edmonton as the Halloween Capital of Canada.

Boo!

Rona Anderson, Kenn Bur, Derek Clayton, Christian Nelson, Darryl Plunkie  
The dEdmonton Board of Directors

THE MORE  THE SCARIER

[www.dEdmonton.com](http://www.dEdmonton.com) | [info@dEdmonton.com](mailto:info@dEdmonton.com)

## PLANNED YOUR OCTOBER YET?

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	Oct 1	2	3
Edmonton Corn Maze		Dexter Nebula's Bing	Miss dEdmonton - Sub	Give Blood this October		
Prairie Gardens - 'F				The Woman in Black		
				Teen Movie Scene - H	the Brains! with Sam	Prairie Gardens - Ha
				Ghosts and Graveyar		How to Survive a Zoh
4	5	6	7	8	9	10
Edmonton Corn Maze						
Give Blood this October						
The Woman in Black						
Prairie Gardens - Ha	Paranormal Explorers	Dexter Nebula's Bing		Ghosts and Graveyar	Haunted Hike	
How to Survive a Zo				Paranormal State: Ry		Prairie Gardens - Ha
11	12	13	14	15	16	17
Edmonton Corn Maze						
Give Blood this October						
The Woman in Black						
Prairie Gardens - Ha	Edmonton Ghost Tours				Scarecrow Festival	
	Prairie Gardens - Hau	Miss dEdmonton - Wir		DEDFest: Hellberta's Horror Festival		
		Dexter Nebula's Bing		Paranormal Explorers	Store Front Cinema Nights '09	
				Ghosts and Graveyar	Haunted Hike	
					Zombie Walk 2009: Z	Prairie Gardens - Ha
						Family Ghosts and Gr
18	19	20	21	22	23	24
Give Blood this October						
The Woman in Black	Edmonton Ghost Tours				Fort Edmonton - Spooktacular	
DEDFest: Hellberta's	Edmonton Humane St	A conversation with G	Edmonton Corn Maze - Farm of Fear			
Scarecrow Festival		Dexter Nebula's Bing		The Bone House - "The deification of a modern serial killer"		
Prairie Gardens - Ha				Country Roads Haunted Greenhouse	Prairie Gardens - Ha	
Home Haunter - Blue Quill Area						
Home Haunter - Eaux Claires Area						
Teen Read Week - Edmonton Public Library						
+2 more				+3 more	+4 more	+8 more
25	26	27	28	29	30	31
Give Blood this October						
Home Haunter - Blue Quill Area						
Home Haunter - Eaux Claires Area						
The Bone House - "The deification of a modern serial killer"						
Prairie Gardens - Ha	Edmonton Ghost Tours				Edmonton Symphony Orchestra - Halloween	
Halloween Alley						
Cinema in the Suburb	Paranormal Explorers	The Norwood Haunted House				
Mad Hatter's Tea Part		Leduc #1 - Halloween Haunt				Prairie Gardens - Ha
Run Wild for Wildlife			+4 more	+3 more	+8 more	+25 more
						+65 more

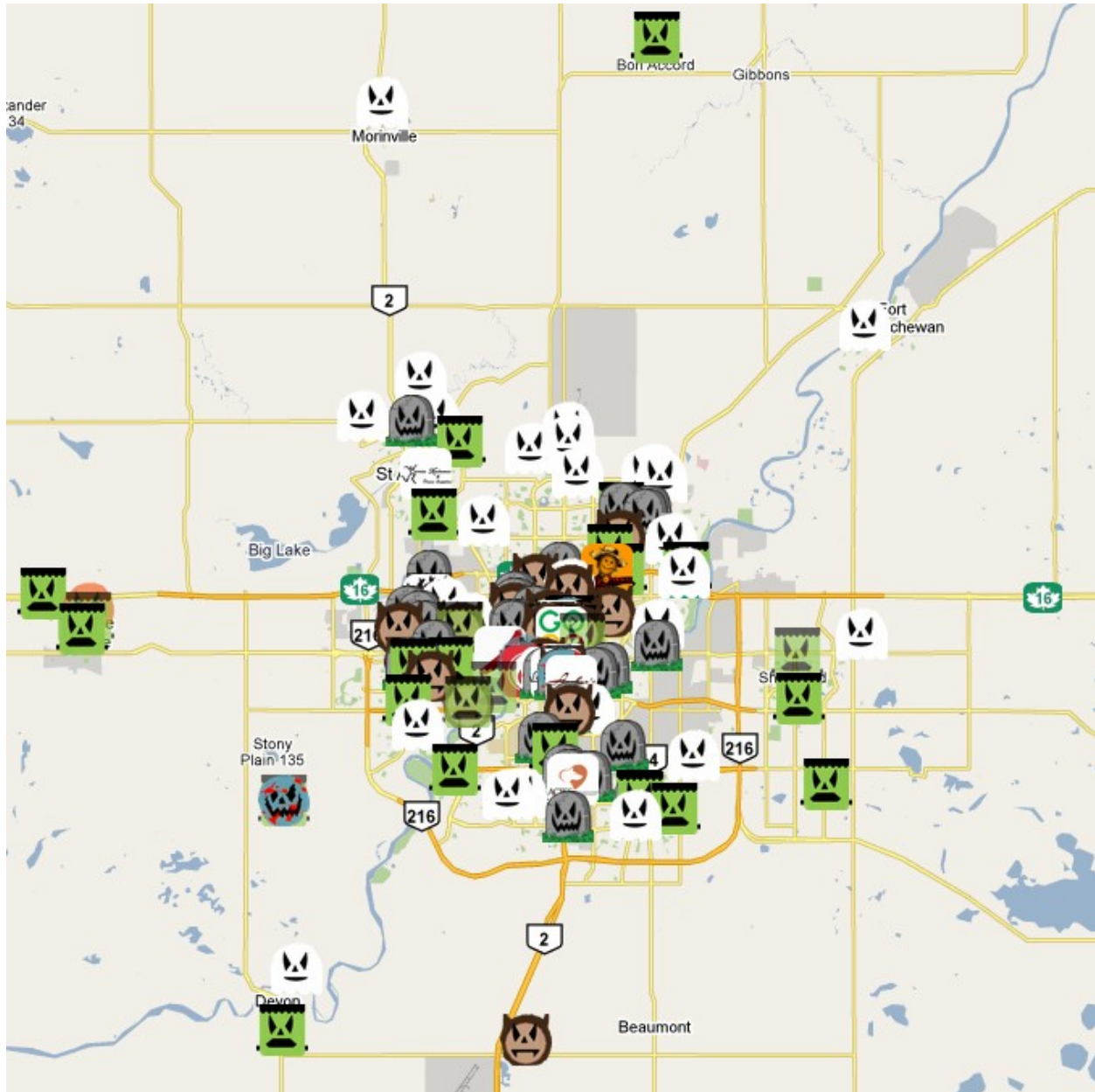
In 2009 the 31 Days of October were packed with 100 Events Offering 316 Opportunities for Frightful Fun!!!

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# dEdmonton

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## HALLOWEEN OFFERS SOMETHING FOR EVERYONE

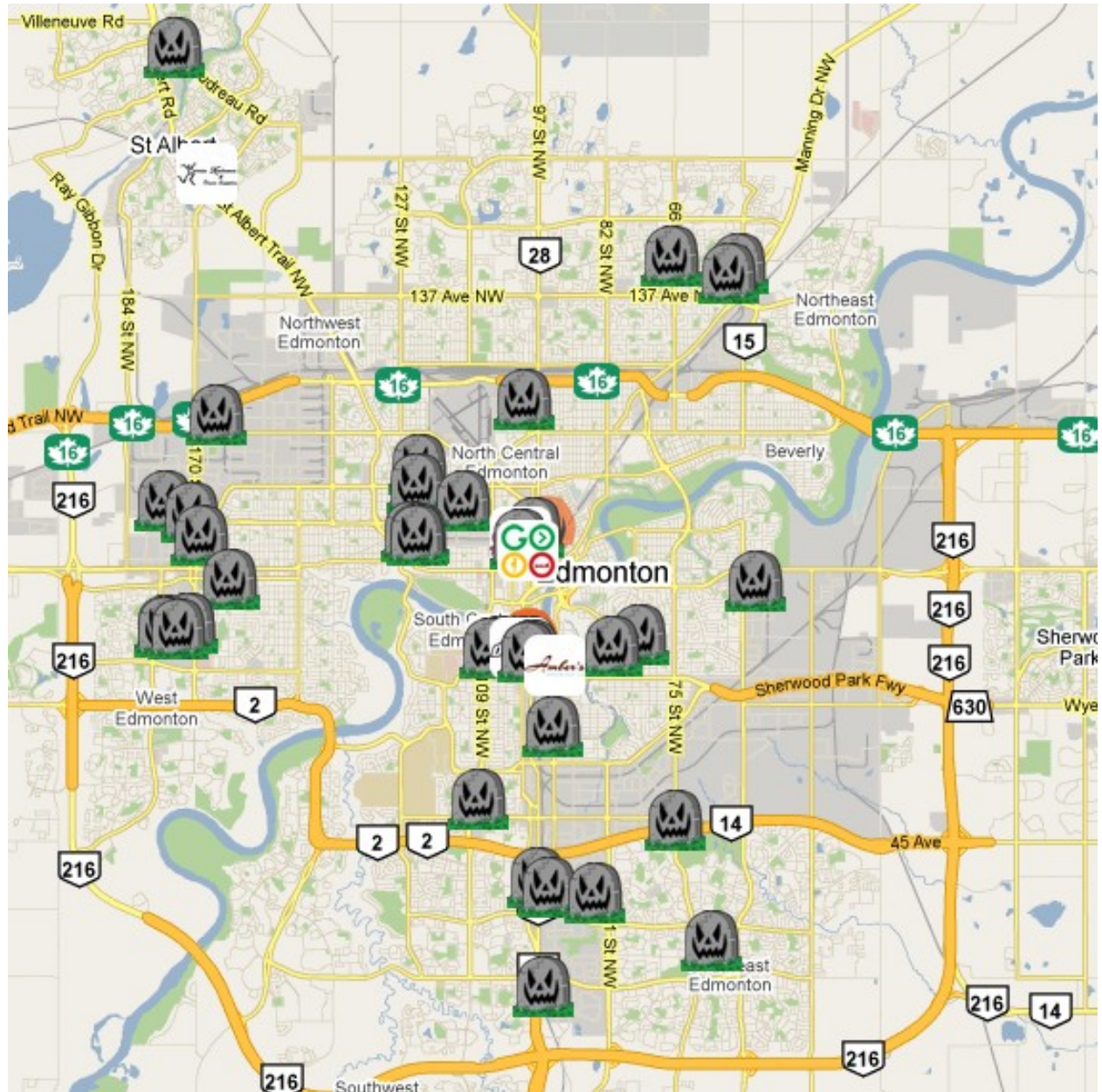


All-Ages, Horror and Nightlife Events in 14 Municipalities

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## SHOPPING

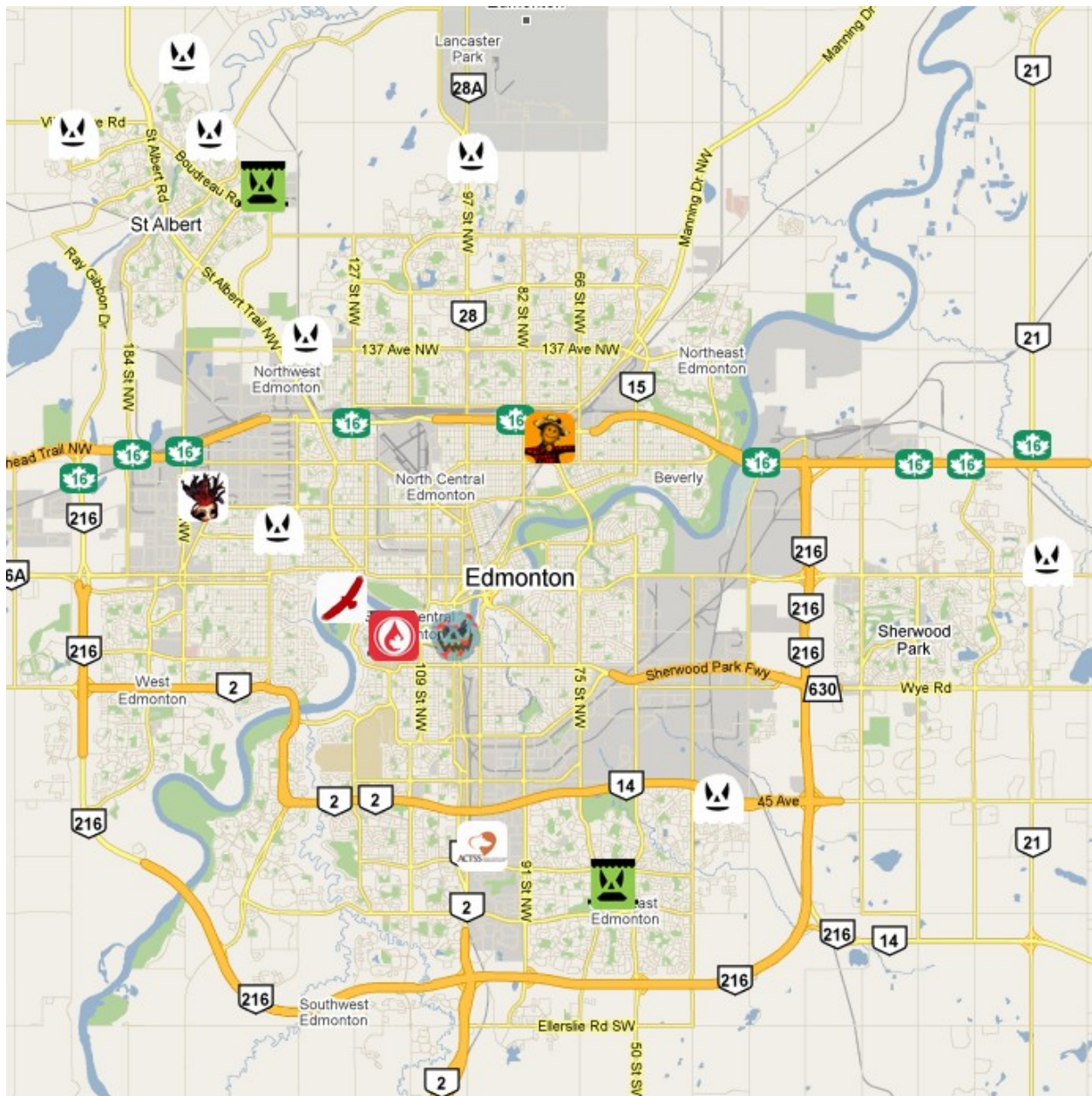


50 Local Businesses Helping Edmontonians to Celebrate Halloween in Style

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## HALLOWEEN IS FOR GIVING



Blooddrives, Costumed Pets, and Zombies collecting for the Food Bank.

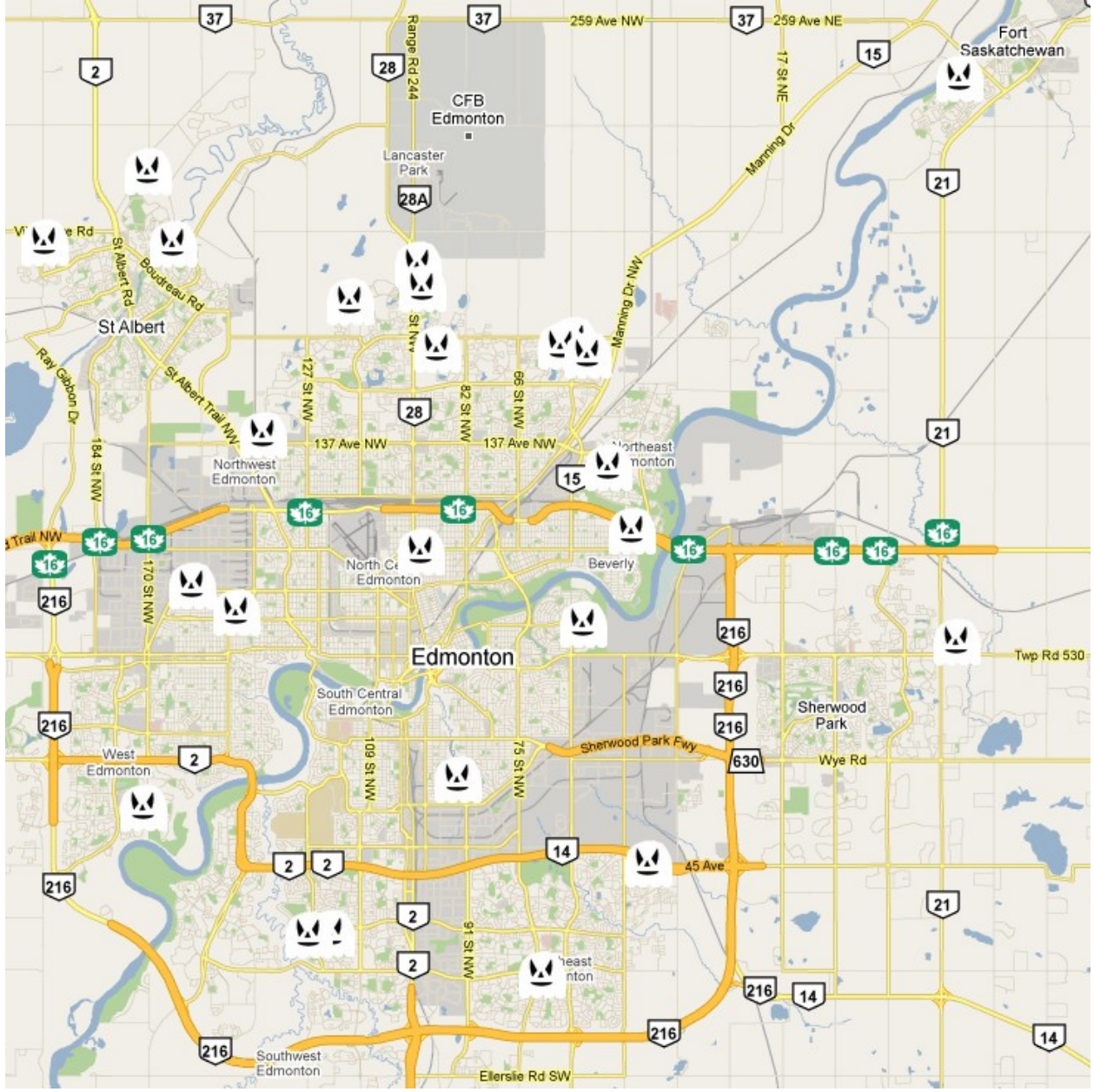
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Halloween Provides Many Opportunities to Have Fun While Being Scary

# CANADA'S HALLOWEEN FESTIVAL

## EDMONTON'S MOST HAUNTED



Over 30 Terrifyingly Transformed Haunted Homes across the Capital Region

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# CANADA'S HALLOWEEN FESTIVAL

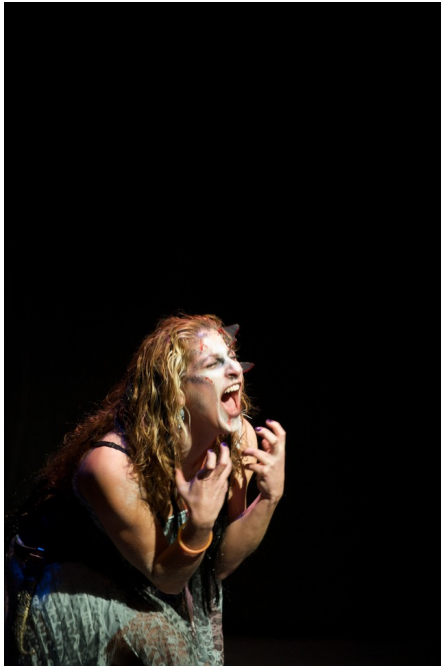
## PARADES



2009: Capital Ex, Lamont, Vegreville, Spruce Grove, Westlock  
2010: dEdmonton's parade season started on May 1<sup>st</sup> in Leduc,  
and it won't end until Santa visits E-ville in December!

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## First Miss dEdmonton Crowned

*Edmonton, AB – October 14, 2009*

Under a blood-red spotlight and with a bouquet of black roses the winner of the first-ever Miss dEdmonton Contest was crowned on October 13th.

Joey Tramer massacred the competition with her combination of gruesomely gorgeous good looks, a terrifying command of Halloween knowledge, her ability to make even a painting bleed, and a scream that could raise the dead.

It was a battle to the undead as the contestants competed for prizes from Amber's Brewing, amokphoto, Ghou! Friday, Halloweenow, and Rowena – and for the ultimate honour of the crown, corset and converse from Karrie's Costumes, Sweet Carousel and Divine.

*Photo courtesy amokphoto*

The judging panel consisted of Scott Mckeen from the Edmonton Journal, Angelika Gawronski from Shaw TV, and Mike Kendrick for the Gateway at the University of Alberta. Out of the three rounds and five finalists, only the vampire contestant named Darkrose achieved the coveted perfect score of 6-6-6 for her combination of poetry with sword-fighting.

Now that Miss dEdmonton has been unearthed the Halloween season can truly begin!

The new Miss dEdmonton will cut the inaugural intestine at the River City Zombie Committee's Zombie Prom II – happening this Friday October 16th. It will start at 7:00PM in McIntyre Park in Old Strathcona, and then lurch along Whyte Avenue to Downtown. For the un-un-dead makeup demonstrations will be taking place starting at 5:00PM in the Arts Barns. So show up early in your finest tatters, let the makeup wizards work their macabre magic, and then stagger over to join the Zombie Hordes!

If the Zombie walk wasn't enough, Miss dEdmonton will be taking in DEDfest: Hellberta's Horror Festival – running all weekend at the Metro Cinema theatre in the Citadel. And if horror really isn't your style then you can join the denizens of dEdmonton at ABC Headstart's Scarecrow Festival – now in its 17th year at the Edmonton Expo Centre this weekend.