



## Salem Haunted Happenings gets Wicked on Wednesdays New family-friendly programming encourages kids of all ages to visit mid-week

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Salem, MA . . . Families seeking out Halloween fun will have a new option in Salem this October. “Wicked Wednesdays Family Fun” is the newest addition to the Salem Haunted Happenings line-up, and it promises midweek fun for all ages.

The Boys & Girls Club of Greater Salem, the Salem YMCA, and Creative Salem, Inc. with the Phoenix School are preparing free family programming for Wednesday afternoons in October. Visitors will be able to participate in a kids' costume parade, a talent contest, and more! There will be family-friendly walking tours, storytelling, and costumed characters.

Each Wednesday will provide something different, and much of the programming will be free of charge. Wicked Wednesdays will compliment family friendly programming on October weekends and provide programming for families who want to experience Salem Haunted Happenings without the huge weekend crowds.

Families are encouraged to shop and dine in Salem during Wicked Wednesdays. Businesses including Jolie Tea, Witch Pix, Salem Night Tour, and Wynott's Wands are offering Wicked Wednesday promotions, and the Salem Witch Museum is planning a family-friendly story hour featuring “Suzie Magoozey and Tom Foolery.” Travelers without kids may be interested in the Salem Waterfront Hotel's Wicked Winedown Wednesdays.

Complete listings of Wicked Wednesday events and promotions can be found on [HauntedHappenings.org](http://HauntedHappenings.org). Salem Haunted Happenings can be found on Facebook, Instagram and Twitter at @hauntdhappnigs and Wicked Wednesdays can be searched via #SalemWickedWednesdays

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**About Salem Haunted Happenings:** A month-long celebration of Halloween and fall in New England, more than 500,000 people travel from around the world to visit Salem during October. Entering its 36th year, the festival features scores of events and special programming, which complement the attractions,

museums and tours that are in Salem throughout the year. For complete information visit the new [HauntedHappenings.org](http://HauntedHappenings.org).

**About Salem:** Salem, Massachusetts, is a destination recognized around the world for its rich history, which includes the tragic Salem Witch Trials of 1692, the glorious maritime era that left its indelible mark on Salem through architecture, museums, and artifacts, and for its month-long celebration of Halloween. Today nearly one million people visit Salem annually, generating more than \$102 million in tourism spending. For more information, visit [Salem.org](http://Salem.org).