



MEDIA RELEASE

FOR IMMEDIATE RELEASE

MR# 2022051

DATE: 20 September 2022

RE: Amherst will be spooktacular in October

AMHERST, Nova Scotia – Amherst's greatest mystery will be celebrated in spooktacular fashion when the town hosts Esther Fest from Oct. 17, 2022, to Oct. 31, 2022.

Celebrating all things scary, frightening and ghostly, the festival is named after Esther Cox, a young Amherst woman who was the subject of reported poltergeist activity that gained international attention between 1878 and 1879 and was the subject of a book written by Walter Hubbell titled *The Great Amherst Mystery*.

As part of the festivities, the town will see some strange, hair-raising creatures haunting the streets of Amherst during the third annual Scarecrow Stroll. These spooky, brainless, funny, well-dressed scarecrows will be hanging about among the town's shops, restaurants, businesses, community organizations and residential areas.



SOME STRANGE CREATURES, LIKE THIS ONE, WILL BE HAUNTING AMHERST'S STREETS DURING ESTHER FEST, WHICH IS BEING HELD FROM OCT. 17, 2022, TO OCT. 31, 2022. (TOM McCOAG / TOWN OF AMHERST)

Families are invited to take part by strolling among the scarecrows, taking selfies with their favourite and sending their photographs to amherstcreation@amherst.ca for a chance to win a prize.





Residents are also encouraged to head downtown in their favourite ghost, goblin or zombie costume on Oct. 22, 2022, between 11 a.m. and 3 p.m., to participate in the Great Amherst Street Party. This family-friendly activity will feature bouncy castles, wagon rides, a petting zoo, vendors and live entertainment.

A Family Spooky Skate at the Amherst Stadium will be held on Oct. 30, 2022, from 5:15 to 6:15 p.m. Folks are encouraged to wear a family friendly costume to the skate, where they may win a spooktacular prize.

People interested in which ghosts haunt Amherst can find out by accompanying author Charlie Rhindress on a Ghost Walk, which are being held on Oct. 18, 20, 25 and 27, beginning at 6 p.m. Rhindress, who wrote a play about Esther Cox titled Guilty! The Story of the Great Amherst Mystery, spins a chilling tale as he escorts you through the haunted parts of town. Participants must register for this event by emailing amherstrecreation@amherst.ca attention Ghost Walk as space is limited.

Those who love the paranormal are invited to go ghost hunting with ParaSight, a paranormal investigator. The time and place will be announced shortly, and like the Ghost Walks, registration is required by emailing amherstrecreation@amherst.ca attention ParaSight because space is limited.

Those who like to be frightened while competing can also participate in the Scarecrow Scavenger Hunt or the Big Block Ghost Walk.

For the scavenger hunt, you are challenged to find items spread among the scarecrows on the Scarecrow Stroll, while the Big Block Ghost Walk summons you to find the answers to riddles posed in the windows of participating businesses located on Amherst Big Block Walk.

Your findings for both competitions are to be emailed to amherstrecreation@amherst.ca for a chance to win some Esther Fest Swag.

There is still time for businesses and organizations to get involved in the festival. If you wish to participate, please email the recreation department at amherstrecreation@amherst.ca with details of your event so it can be placed on the Esther Fest calendar of events.





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