



# THE BIG SCREAM

## THE ALBUM 2020

Dublin's North East Inner City • Halloween Community Festival

Ballybough • North Strand • Seán McDermott Street • Summerhill • Sheriff Street • North Wall

When we were packing up our scary props after last year's festival, we could never have imagined that 2020 would unleash a pandemic that would be more terrifying than any haunted house.

With the restrictions moving up from Level 3 to Level 5, it was clear that Halloween 2020 was going to be different than any other year. No organised events allowed. This meant that most of the festival would need to go online. But would anyone engage, we wondered.



**We started off with 31 Screams of Halloween, a daily competition that ran throughout the month of October on Facebook and Instagram. The challenges were fun and as the month went on, there was massive community participation. The winners took home amazing prizes too.**

Meanwhile, Dracula was busy Zooming primary school classes and childcare groups from his castle in Transylvania. A six-week programme about harm reduction around Halloween traditions was run by youth services. Young people crafted ghoulish looking injuries in special fx make-up workshops. They also made

scary Halloween props and created short horror movies. Halloween craft packs were sent to childcare groups and fairy trails were installed in Mountjoy Square Park and Diamond Park.

And then the festival began!

Four amazing days of outdoor and online activities including **Scavenger Hunts**, trips to see the **Enchanted Fairy trails**, **Find the Fangs** challenges, **online Bingo** and **Play Your Cards Right**.

The buzz around the community was amazing. Huge numbers got involved and it was great to see so many families getting together for the online games.

This community festival is run, managed and delivered by a steering group made up of local organisations. Their hard work and determination helped to make Halloween 2020 a special time for many families after more than six months of restrictions and postponed celebrations.

**YUP  
THE BIG  
SCREAM!**

## THE BIG SCREAM IN NUMBERS...

- 5,280** Treats distributed to children, senior citizens and homeless services
- 4,500** Adults & children took part in festival Zoom events.
- 1,500** Prizes won by the community.
- 1,030** Children took part in Zoom quizzes/story time with Dracula
- 1,000** Families engaged on social media each day.
- 800** Arts & crafts packs/face painting kits given to childcare services.
- 90** Participants in special fx workshops.
- 6** Youth services took part in six weeks of scary prop making workshops.
- 4** Youth services produced, directed and acted in scary movies.
- 0** Reports of criminal damage on Halloween night.



## 31 Screams of Halloween

*“Brilliant few weeks everyone’s spirits lifted in these challenging times, yous done an amazing job. The 31 screams were my favourite”*

– Tammy-jo Gavin

Pumpkin carving, scary make-up, Halloween costumes (for humans and dogs!), quizzes, puzzles and tik tok contests were just some of the daily challenges that ran throughout the month of October. Prizes were awarded for winning entries – and often, for runners-up too.

As the weeks went on, more people in the community got involved until about 1,000 people were engaging with us on social media every day.

A steady stream of winners arrived to collect their prizes and the Big Scream mountain of toys, tech, beauty products, vouchers and homewares got smaller and smaller until every last one had gone to new homes.

A big congratulations to Lindsey McNeil from North Strand who won €500 worth of vouchers in our Monster Raffle and to all of our prize winners.



What was your worst trick or treat you ever got?



Can you solve this?

$$\begin{matrix} \text{ghost} + \text{ghost} + \text{ghost} & = & 12 \\ \text{ghost} + \text{pumpkin} + \text{pumpkin} & = & 20 \\ \text{pumpkin} + \text{bat} + \text{bat} & = & 14 \\ \text{pumpkin} + \text{ghost} \times \text{bat} & = & ? \end{matrix}$$


## Lead in Workshops

*“My daughter was in the Last Call movie and loved taking part in it. You have brought the community together”*

- Veronica Aaliyah Ava

Haunted props, scary movies and special fx workshops were enjoyed by young people from Swan Youth Service, Belvedere Youth Project, ASESP Sheriff Street, LYCS, Adventure Sports Project, Ballybough Youth Service, ASP Youth Project and Lourdes Youth Community Centre.

### Special fx Make-up

Gunshot wounds, bloody gashes and all manner of gory cuts were created by good humoured groups who, guided by Edel Byrne, made their injuries look so real that you'd have to stop yourself calling an ambulance!

### Scary Things Workshops

One eyed teddy bears, blood soaked Barbies, ghosts trapped in cages and lots of weird looking creatures were produced in props and movies workshops run by Shireen Short. The super scary props were made by young people who learnt new skills such as painting and woodwork, as well as how to turn a perfectly lovable toy into a scary monster!

A video of the props and special fx created by Swan Youth Service, Belvedere Youth Project, ASESP Sheriff Street, LYCS and the Adventure Sports Project is available online. View Haunted House: Not for the faint hearted! at [www.bigscream.ie/online/](http://www.bigscream.ie/online/)

### Scary Movies

Budding actors, producers, directors and camera people came into their own as they created movies that would scare the life out of the bravest viewer.

Check out *Chopped Up!* (ASP Youth Project), *Charlie Charlie* (Belvedere Youth Club), *Last Call* (Ballybough Youth Project), *Scaredy Cat* (Lourdes Community Centre) and *Ghostbusters* (After Schools Project) at [www.bigscream.ie/online/](http://www.bigscream.ie/online/)





## Enchanted Fairy Trail

*“For such a terrible year of unknowing and let downs for children & parents, you have made it much brighter and fun for everyone involved. In our house, we enjoyed walking around the Fairy Garden”*

– Michelle Hudson.

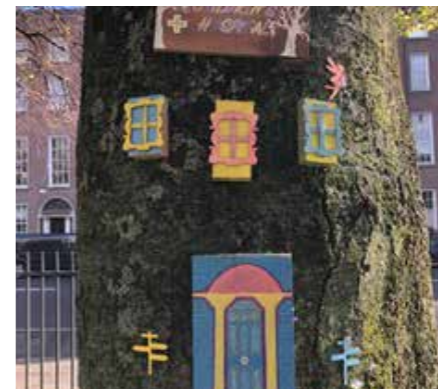
Fairy trails were installed in Mountjoy Square Park and Diamond Park especially for little pixies in our community.

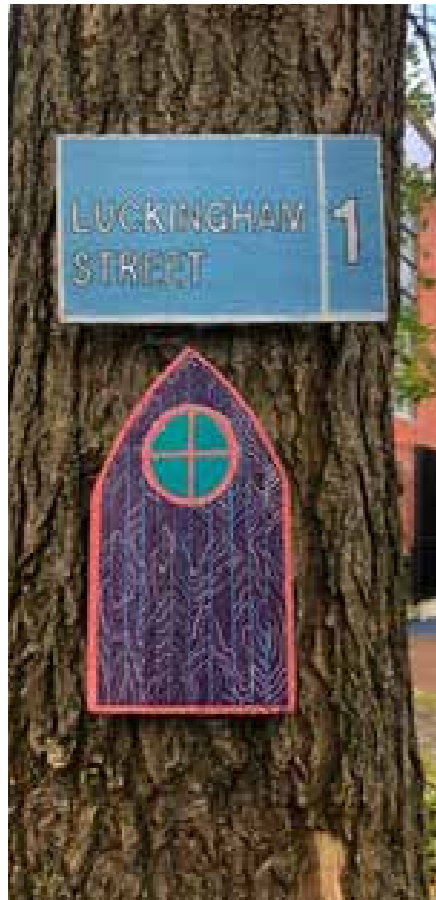
Well-known local places like Mary’s Mansions (Fairy’s Mansions), Temple Street Children’s Hospital (Temple Tree Children’s Hospital) and Belvedere Youth Club (Belle-Ve-Deer Youth Club) were transformed into fairy language for the trails.

Places of wonder, right in the middle of the city!









## Zoom Dracula

*“You made the kids smile again after going through these hard times”*

- Ashy Aisling

Dracula couldn't travel to Ireland this year as he is in quarantine in his castle in far off Transylvania!

But he really wanted to check in with his friends in the NEIC, so he dusted down his computer and joined Zoom classes in schools including St. Vincent's Girl's School, St. Joseph's Primary School, St Laurence O'Toole CBS, St. Joseph's Secondary School, Rutland National School, St. Mary's National School, Central Model Senior School, O'Connell Primary School, St. Vincent's Junior School and St. Laurence O'Toole's National School.



Dracula's Halloween quizzes were a big hit with the kids in big school.

He also said a gentle hello to smaller kids in LYCS creche, Holy Child pre-School, Hill Street Family Resource Centre and CASPr.



## Find the Fangs

*"Finding the Fangs was our favourite moment. The big kid in me thinks there should be an adult version next year"*

- Tara Casey

They searched here, they searched there, they searched everywhere!

Our Find the Fangs hunts were great fun as people of all ages took to the streets to try and work out where Dracula's fangs were hidden.

All they had to go on was a simple (and sometimes, not so simple) clue.

Mind you, the search was well worth it for the lucky winners who each got a €50 voucher for their trouble.



## You've been Framed!

*"You brought a lot of happiness to people in this horrible time, especially with the kids competitions. The prizes were brilliant. I loved all the pictures around. I've seen friends in them, me sister in one and my son in the background of another"*

– Amanda Bruce.

Streets around the NEIC were brightened up by framed photos of local people having fun at our festival in years gone by.

The people in the photos were set a challenge of standing beside their poster and sending us in a pic. Yes, of course there was a prize for the winning entry!



## Zoom Halloween Community Bingo

&

## Play Your Cards Right

*“It has kept the family of the Inner city going through the whole month of October. We loved the bingo and being able to see all the family across the inner city online was amazing”*

– Rachel Hunt.

*“Dracula, you’re going too quick.”  
“Dracula, would ye hurry up”.*

Our Zoom evenings were filled with fun and laughter as hundreds of families gathered each night to play games and have a bit of fun with their friends and neighbours.

The games were hosted by Nicola and Helena, a super talented duo who surprised participants with a different costume each night. “Count” Dracula (who only has one costume) called the numbers from his castle in Transylvania.



There were loads of winners and Zoom Bingo/Play Your Cards Right was definitely a Big Scream Success!



## Scavenger Hunt

*"The smiles on the kids faces collecting their prizes was the best"*

- Michelle Keogh

Around Seán McDermott Street and Ballybough, people of all ages followed 21 clues in a trail that led to the final destination – the place to pick up prizes.

Everyone was a winner in this fun family activity!



## Dracula and Ghoulish Happenings!

*“Every person was catered for and the interaction was amazing”*

- Karen Hudson Quinn

As Bram Stoker lived on Buckingham Street for longer than anywhere else in Dublin, the theme of The Big Scream is Dracula.

Dacre Stoker (Bram’s great grand nephew) was our special guest as he joined us from his home in South Carolina for a Zoom presentation about the Count’s enduring appeal in popular culture.

The Dracula theme was also taken up by Dublin City Council’s Historian in Residence, Mary Muldowney in her entertaining talk about the real-life fear of vampires in ancient times.

A whistle-stop tour of Dracula’s early cinema appearances was provided by Joe Mooney of the East Wall History

Society. And Charlotte Stoker’s (Bram’s ma!) memories of premature burials and mass graves during the 1832 cholera epidemic were dramatized by actress Treasa Nealon.

On another evening, our local historian, Hugo McGuinness told the curious, but true, story of bodysnatching and the export of corpses through Dublin Port in the 1800s.

Big Scream talks and presentations can be viewed at [www.bigscream.ie/online](http://www.bigscream.ie/online)





## The Big Scream on Tour

*“You’ve helped the kids have an easier Halloween keeping everyone in the local areas entertained. Bringing spirits up when it’s really needed”*

– Luke Sunner.

In the interests of keeping everyone safe, the advice this year was not to go out Trick O’ Treating.

But fear not, we came to you!

Our Big Scream bus travelled around the NEIC while our Scream Team handed out more than 2,000 bags of treats to ghosts, ghouls and witches.

We think that the photos speak for themselves!















I couldn't single out one thing because it's all been brilliant"

- **Sara White.**

You certainly entertained kids, mummies, daddys, nannies and grandads so a very very big thank you to all involved

- **Samantha Corcoran,**

We spent hours guessing all the scary movies as a family it's was great ...every day a new challenge from pumpkin carving ...quizzes ...looking for fangs...the bingo was a big hit in our house. Great to get the community talking to each other

- **Susan Mangan.**

The Big Scream brought lot of fun and laughter into our homes through Bingo and Play Your Cards...The fairy houses in the Diamond and Mountjoy Square was so fun

- **Belinda Hopkins Nugent.**

It reminded the kids how to have fun again. It was lovely seeing kids dress up playing bingo and go on treasure hunts. Kids can still have fun and stay safe"

- **Ann Marie Collins.**

You have absolutely smashed it this year for every age group of children. There's no other words and especially in these very hard times, the children were all laughing and so happy and not forgetting all the parents. So well done

- **Wendy Brady.**

My 5 year old son had me driven mad asking what he was doing on his mid term, I hadn't a clue what to tell him with everything closed but honestly The Big Scream NEIC Halloween Festival has been brilliant"

- **Moira McAuliffe**





# THE BIG SCREAM FESTIVAL

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