



**25th Annual Salem Chamber of Commerce
Haunted Happenings Grand Parade
October 7, 2021, 6:30PM – 8:00PM**

“Upside Down and Inside Out”

The 25th Annual Salem Chamber of Commerce Haunted Happenings Grand Parade will take place, as always, on the first Thursday of the month, October 7, 2021 between 6:30PM and 8:00PM in downtown Salem. But that’s where all the normal ends. Reflecting the COVID Pandemic, this year’s event has been reimagined and will be a reverse parade featuring the theme “Upside Down and Inside Out”. The performances, floats, vehicles, and displays will be stationary, with attendees parading the route to view them all!

The evening is the kickoff of the Halloween season and should be a night full of color, pageantry, music, and costumes. Salem Chamber Director Rinus Oosthoek explains: “The Parade is for the kids, and to have a safe event during a pandemic we thought it best to create an event that’s fun, where physical distancing is possible, and where everyone is responsible for their own safety”. Oosthoek continues “The schools’ participation is what makes this a phenomenally successful, cherished event for our everyone in the community, and we think this year’s theme has given all participants the opportunity to have some fun in designing a float or display, imagining everything being the opposite of what it used to be.”

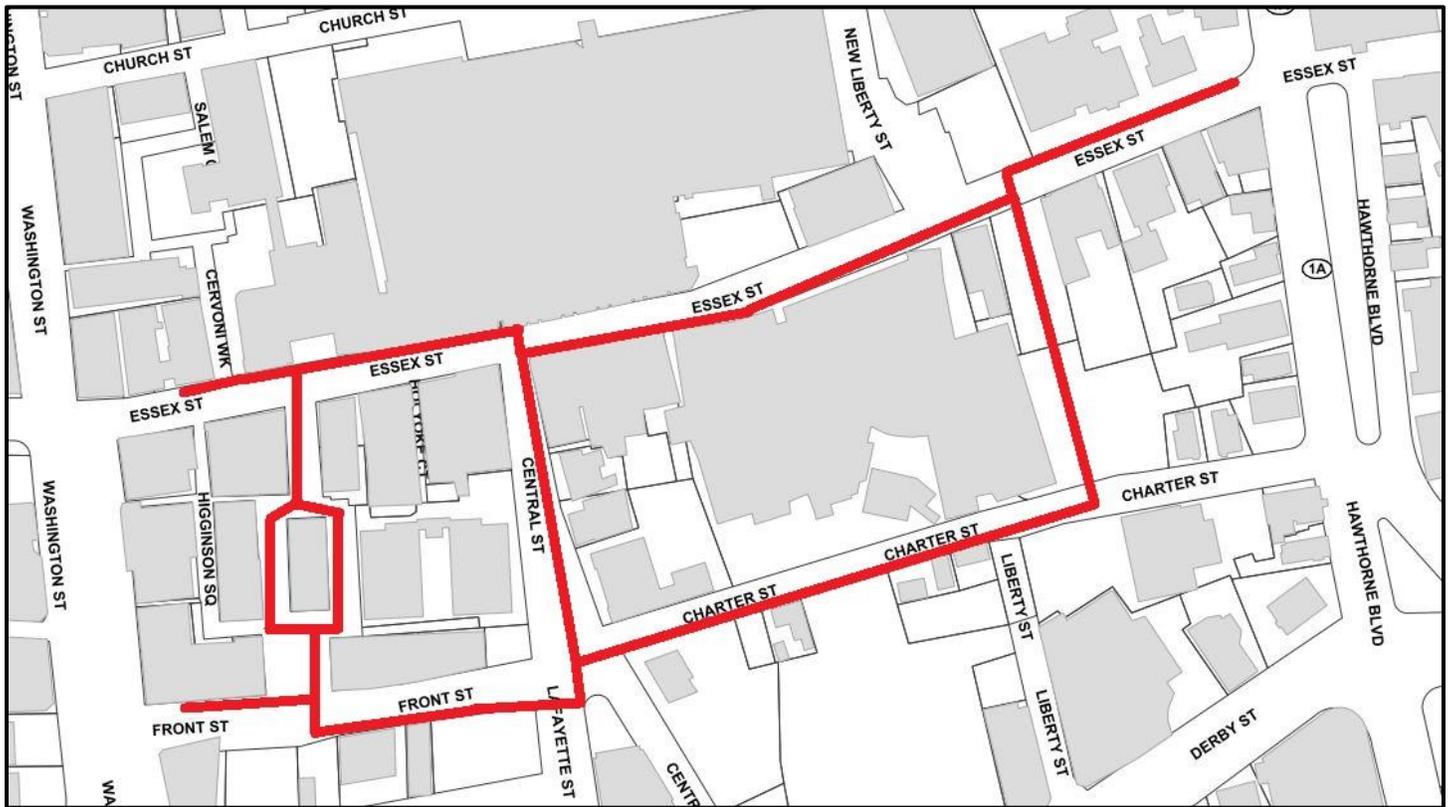
Marching bands and other musical entertainers are participating again this year, but just like everyone else, they will be assigned a spot along the route, and the audience will be walking by! The Salem Chamber suggests to parents and kids to walk the route in smaller groups the night of the Parade, and of course, costumes are highly encouraged, both for parents and kids.

The Haunted Happenings Parade will have a limited footprint, and no official starting or ending point. The streets used for this year’s event: Essex Street & the Pedestrian Mall, Axelrod Walkway, Charter Street, Front Street, Derby Square, and Central Street (see map). Retailers and restaurants along the route are strongly encouraged to stay open and participate in the event.

The Salem Chamber is grateful for the financial support of our parade sponsors: Coffee Time Bake Shop, Eastern Bank, Garrity Insurance, Hawthorne Hotel, Institution for Savings, Mass General Brigham – Salem Hospital, Marblehead Bank, New England Security, North Shore Bank, Peabody Essex Museum, SalemFive Bank, Salem State University, Salem Waterfront Hotel & Suites, Salem Witch Museum, St. Jeans Credit Union, and Xfinity.

For more information, please visit the Salem Chamber website at www.salem-chamber.org/haunted-happenings-grand-parade

Haunted Happenings Grand Parade Route:



The City will also send push notifications about road closures as they happen through [the official app, My Salem MA](#) (www.salem.com/app)

To get up to date information for all events and happenings, [please download the free Destination Salem smartphone app here](#) (www.salem.org/app)