

Liberty Entertainment Group delivering the ultimate Halloween experience at Casa Loma

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This October Halloween fans are in for an experience like no other, thanks to Liberty Entertainment's latest mega-project.

The company is launching a brand new, interactive dramatic installation at Casa Loma that organizers say will out-spook anything ever seen before in the city.

Called Legends of Horror, the installation will cover the castle and the grounds of the five-acre property. The extravaganza will feature highly sophisticated animatronics, live actors, themed areas and eye-popping 3D visual effects — all wrapped around a compelling narrative that will keep guests intrigued from the moment they enter the 18-foot skeletal entrance gate.

The timing for bringing this event to Toronto was perfect given this year marks the 200th birthday of Frankenstein, says Nadia Di Donato, Liberty Entertainment Group's vice president and creative director, who was responsible for the creative vision behind this project and overseeing the production.

“What better time and place to introduce something like this? We came up with the idea because we believed there isn't a single standout haunting event in Toronto. Now there will be,” she says.

Unlike typical hauntings, Legends of Horror is an immersive theatrical interpretation of classic horror figures populating a narrative that takes visitors from a world of the eternal life of the undead to an underground cavern of death and despair to rebirth.

Every scene has been meticulously planned, from the entrance gate to the final destination, Di Donato says. “From the start, it's a very interactive, personalized experience.”

The walkthrough begins in the exterior grounds of the castle, where Dracula is on hand to introduce guests to a host of ghoulish characters, including vampire assistants, the newly initiated, zombies and werewolves who roam free throughout the ground.

The vampire host then leads his charges to the stifling world of the tunnels beneath the castle — a dark and despairing place of ghostly visions, death and destruction. The 800-foot underground tunnel will feature a series of installations and 3D visuals combined with sensory triggers depicting tragic historical events associated with the castle. There you'll also find an animated Phantom of the Opera installation, featuring a live opera singer.

Dracula's narrative culminates at a laboratory in the castle's stable area, where Frankenstein returns the audience to the promise of life resurrected from death. As they head towards the exit, visitors can then wend their way home after navigating a cornfield maze.

The unique narrative, coupled with sophisticated special effects and live actors translates into a one-of-a-kind, immersive Halloween experience, Di Donato says.

“Typically, hauntings tend to be geared towards teenagers and focused on blood and gore. We wanted to elevate that experience so it would appeal to everyone, from children to adults. To do that, we have combined theatrics, animation, lighting and sensory experiences to create a much more mystical and theatrical haunting.”

Di Donato believes Legends of Horror easily rivals a Walt Disney theme park experience. “And because it involves interaction with actors and props, visitors will have a different experience every time they walk through. Nothing like this has ever been done in the city.”

SUN+ Liberty says that Casa Loma is a natural fit for this ambitious project. “The grounds, the building and the tunnel provide a spectacular backdrop. We couldn’t have asked for a better venue.”

Liberty has achieved plenty of firsts with this project, Di Donato says. “The magnitude of this event is unprecedented and goes far beyond any other haunting. We believe it’s the largest and most technologically advanced installation ever held in the city.”

For those choosing to linger, the site will also have a licensed area for visitors as well as group events for up to 100 people — including a private walkthrough and reception.

The Halloween festivities don’t end at Casa Loma. On October 28, Liberty Entertainment Group will also be hosting an all-out, grand finale Halloween party at the Liberty Grand. Details can be found at www.libertygroup.com.

Legends of Horror will run from September 30 to October 31 from 5 p.m. to midnight. Advance tickets can be purchased at \$40 online or at the door for \$45. For information visit www.casaloma.ca or contact info@casaloma.ca for group bookings. Adult accompaniment is required for children under 13.

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