

# Fun Comes in Monstrous Proportions

## Arena's Hollows Likely to Amaze, Enchant Visitors

BY JEFF BAHR  
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The world of wonder created for the first Hallorena will be so amazing, producers say, that visitors won't even know they are in the City Auditorium.

Special lighting effects will mask the features of the auditorium, and a 30-foot black curtain will block the seats in the Arena, said organizer Steve Kirsner.

Hallorena is short for "Halloween in an arena." The walk-through attraction opens Tuesday and runs through Oct. 31 at 18th Street and Capitol Avenue.

According to Kirsner, Hallorena

With Halloween and rolls them into a "one-stop" extravaganza.

Visitors will be able to "do all the things that are cool about Halloween in one place," said Kirsner, director of sales for Sound Trak Inc., an Omaha company owned by musician Chip Davis.

Hallorena is a creation of Davis, Kirsner and others, and is co-sponsored by The World-Herald. Kirsner said he came up with the idea three years ago, before he began working for Davis, but the event never was produced. Kirsner mentioned the concept to Davis shortly after joining Sound Trak in 1990, and earlier this year Davis gave the go-ahead for the project.

If the Omaha prototype succeeds, Kirsner said, the event could be staged in three other cities next October and gradually expand in future years.

Of 50 cities contacted in the early planning stages, none offered anything similar to Hallorena, Kirsner said.

Hallorena differs from haunted houses in part because it is designed for a younger age group, mainly 5- to 12-year-olds.

Children will have an opportunity to trick-or-treat and have fun in a world of fantasy and fright. But the event will not be frightening. "We don't want to scare anybody," Kirsner said.

Hallorena has a strong family orientation, not by chance but by design. The organizers said they believe there is a need for more family-oriented Halloween activities.

Hours will be from 4 p.m. to 9 p.m. Tuesday through Thursday and from noon to 9 p.m. Oct. 30 and 31.

The indoor event eliminates some drawbacks associated with trick-or-treating, such as the possibility of bad weather, Kirsner said.

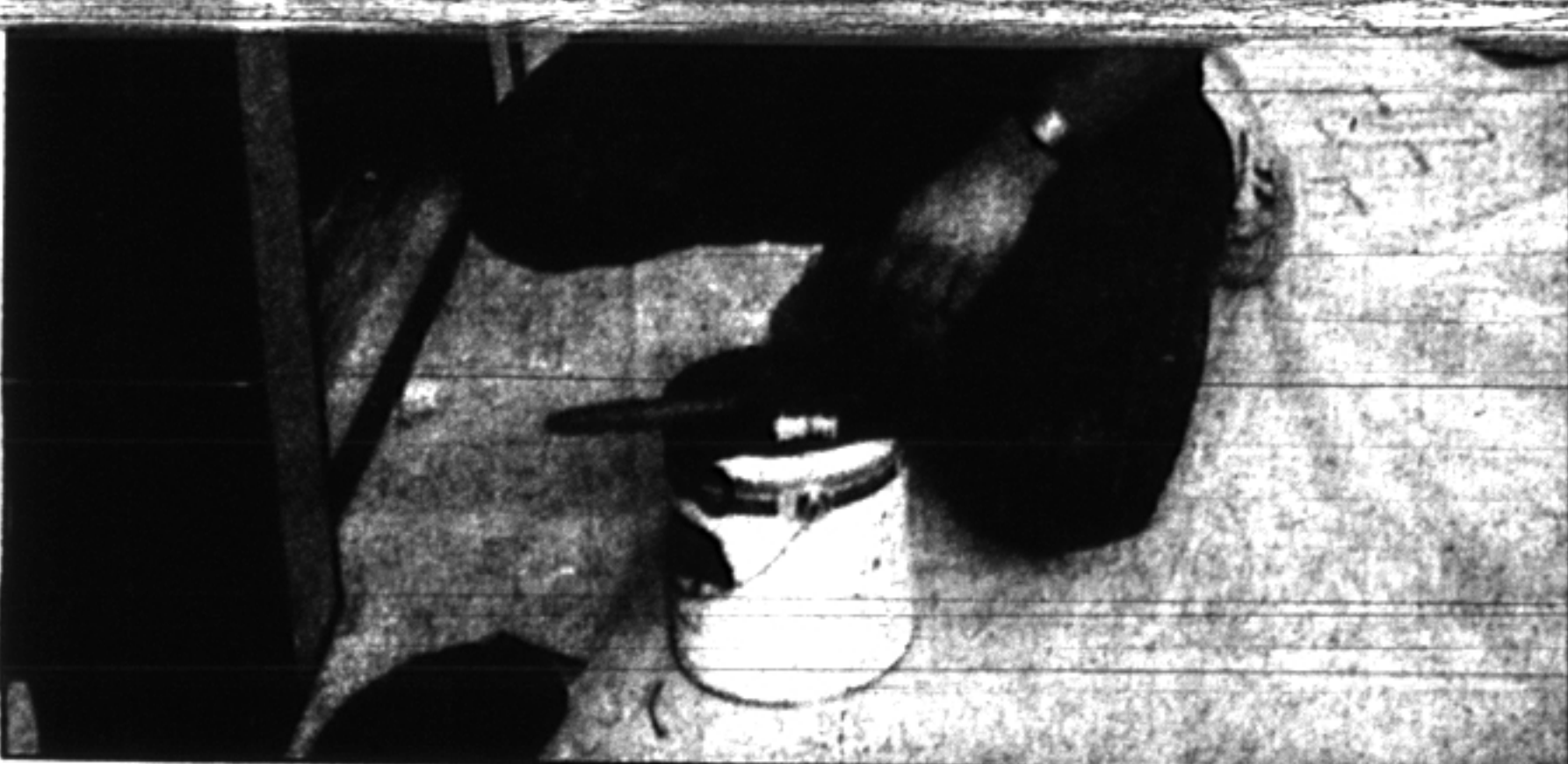
Trick-or-treating will be in an area known as Happy Street, U.S.A. The cheery section is lined with 20-foot-high building facades that

The town square, 40 feet wide and 100 feet long, will have 13 doors from which children can obtain treats.

A yellow brick road will lead visitors to a pumpkin patch inhabited by a talking scarecrow.

Visitors then will enter a haunted

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JEFF BEIERMANN FOR SOUND TRAK INC.

**WORKING MAGIC:** Kevin Green of Heartland Scenic Studio and other workers are assembling and painting giant set pieces at the Omaha City Auditorium this week for the first Hallorena. The name is short for "Halloween in an arena." The maze of props and costumed inhabitants will open Tuesday. Organizers are billing the Halloween attraction as family entertainment.

At right — Children will have an opportunity to trick-or-treat along Happy Street, U.S.A., at the Hallorena. While the event will feature such monsters as the one pictured here, the atmosphere will not be gory or frightening, organizers said.



## Hunting for Haunts Is No Trick; It's a Treat



JEFF BUNDY/THE WORLD-HERALD

**WELCOMING COMMITTEE:** Visitors to Hotel California at 15th and California Streets in Omaha are greeted by, from left, Billy Ray of Elkhorn, Jeff Lappe of Council Bluffs, Seth Chouder of Elkhorn and Rodney Whitmarsh of Omaha.

■ **Wabash Haunted Hayrack Ride:** 6 p.m. to 10 p.m. today and Saturday on Pioneer Trail along the Wabash Trace south of Council Bluffs. Follow signs south of Lewis Central High School on U.S. Highway 275 (estimated driving time is 5 minutes from the school). Adults, \$4; children 10 and younger, \$3. Refreshments available. Sponsor: Iowa Natural Heritage Foundation.

■ **The 15th annual Great Pumpkin Chase:** This car rally will get under way at 6:30 p.m. Saturday from the parking lot of Rod Kush's Furniture on Consignment, 72nd and L Streets. Sponsor is Midwest Early Corvette Club of Omaha, but you don't have to drive a Corvette in order to compete. All makes of cars are welcome.

The course is about 33 miles and should take about two hours to complete. A dance with a disc jockey will follow. The costume party location, however, is a secret until the last leg of the rally.

Registration is \$5 per person, plus a can of food for needy families of people afflicted with spina bifida.

■ **Haunting Experience:** 6:30 p.m. to 8:30 p.m. Saturday at the Ford Birthsite Neighborhood Association's haunted house at 1309 S. 31st St. Enter through the alley on Poppleton

Avenue between 30th Avenue and 31st Street. Admission is free, but donations will be appreciated.

■ **Zoo Halloween Party:** Noon to 4 p.m. Sunday at the Henry Doorly Zoo. Free with zoo admission; adults, \$6; children ages 5-12, \$3; senior citizens, \$4.50. Terror train ride, free to children in costume; free refreshments; haunted house; storytelling; prizes. Sponsors: KPTM-Channel 42, Runza Restaurants and Pepsi-Cola Bottling Co.

■ **Hair-Raising History:** 3 p.m. to 4:30 p.m. Sunday at Prospect Hill Cemetery, 33rd and Parker Streets, and from 4 p.m. to 6 p.m. Sunday at Joslyn Castle, 3902 Davenport St. Adults, \$5; children 12 and younger, \$3.

Refreshments available at Joslyn Castle, which will be decorated as haunted house. Highlights for youngsters include face painting, storytelling and Halloween costume ideas.

Cemetery event will include walking tour, tombstone rubbings and Emmy Gifford performers in costumes of cemetery's residents. Sponsors: Landmarks Inc. and Emmy Gifford Children's Theater.

■ **Hotel California:** Through Oct. 31  
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