



# illumi

## HALLOWEEN

FOR  
IMMEDIATE  
RELEASE

### ***Spooky at Illumi, the GTA's Grandest Outdoor Halloween Experience Returns to Thrill Fans for a Third Consecutive Year***

*Tickets now on sale for this spectacular Halloween nocturnal journey in October, featuring whimsical jack-o-lanterns, gigantic scarlet spiders, glowing ghouls, skeletons, witches and more*

**MISSISSAUGA, ON (SEPTEMBER 17, 2024)** – Following the overwhelming success of its Halloween experience with more than 100,000 visitors attending in 2023, *illumi* is bringing back its fan-favourite tradition **SPOOKY AT ILLUMI** to Mississauga for a third consecutive year starting **October 3, 2024**. Tickets are now on sale at <https://toronto.illumi.com/>.

**SPOOKY AT ILLUMI** offers an ultimate fall experience for people of all ages. Visitors will have the opportunity to immerse themselves in classic autumn and Halloween scenes backed by soundtracks taken from iconic horror films that will undoubtedly give them thrills and chills. Awaiting guests at the experience are playful black lights and lasers, whimsical jack-o-lanterns, hundreds of scarlet spiders, and a host of neon skeletons, glowing ghouls, witches and monsters.

This epic multimedia sound and light show, spanning across 600,000 square feet, the equivalent of 10 football fields, features 20 million brightly-coloured LED lights, and the world's largest tree of lights. At 47-metres high, this majestic tree is as tall as the Statue of Liberty. Over the course of October, *illumi* will once again be overrun by a spooky, glowing cast of characters that are determined to light up the Halloween spirit within every visitor, young and old.

"**SPOOKY AT ILLUMI** has become a much-anticipated annual Halloween tradition for many friends and families across the GTA, be it for date night, family night, and even for team-bonding among coworkers," said Normand Latourelle, founder and creator of *illumi*. "This year, our creative team will be adding two new universes, for a total of 16 amazing worlds in this breathtaking outdoor journey, all designed to deliver spectacular multisensory experiences that fans won't soon forget."

The first new world *Puppies and Kitties* will be unveiled at **SPOOKY AT ILLUMI** and is dedicated to the unconditional love individuals have for cats and dogs.

**SPOOKY AT ILLUMI** will also host its beloved "Doggie Night" on October 16, where fur babies and their pet parents can dress up in their favourite Halloween outfits and enjoy an unforgettable fall stroll together. Halloween at *illumi* will run from Thursday, October 3 to early November, when its spooky cast of characters will go into hibernation, and *illumi* will usher in the bright and cheerful spirit of the holidays until January 13, 2025.

The event is located at: 7174 Derrycrest Dr, Mississauga, Ontario, and free parking is available on-site. This attraction is suitable for guests of all ages and is accessible for all mobility devices.

Tickets prices, including the **Advance Purchase Promotion** of up to 30 per cent, starts at \$17.00 for kids and \$24.00 for general admission. Children two years old and younger can enter free of charge. The approximate duration of illumi is 75 minutes.

Follow illumi Toronto along on social media [Facebook](#), [Instagram](#) and [TikTok](#) and use hashtag **#illumiToronto** to join the conversation.

Illumi Toronto offers a special thank you to Visit Mississauga and its other generous sponsors and partners.

### ILLUMI THIRD EDITION AT A GLANCE

- Third edition of illumi featuring SPOOKY AT ILLUMI and THE HOLIDAYS AT ILLUMI runs from October 3, 2024 to January 13, 2025, inclusive
- A journey spanning a 600,000 square foot site, the equivalent of 10 football fields
- Features a magical and extraordinary nocturnal outdoor journey, 20 million+ LED lights and thousands of colourful larger than life structures
- Two new universes have been added to the attraction, one for SPOOKY AT ILLUMI and one for THE HOLIDAYS AT ILLUMI, for a total of 16 universes
- SPOOKY AT ILLUMI launches October 3 and will run throughout the month of October
- Halloween Doggie Night takes place on October 16 from 7 pm
- THE HOLIDAYS AT ILLUMI starts in early November

### ABOUT CAVALIA AND ILLUMI

Cavalia is a Canadian entertainment company that specializes in creating, producing, and marketing large-scale live shows and events. Normand Latourelle founded the company in 2003 and now runs it with his two sons David and Mathieu. Cavalia's mission is to create the unexpected. Its expertise in high technology, multimedia and special effects creates magical, unique, never-before-seen experiences. illumi – A Dazzling World of Lights is Cavalia's latest creation. With illumi, Cavalia has established a multigeneration tradition in Quebec and Ontario over the last 4 years, welcoming over 2.5 million visitors of all ages to date. For more information, please visit: [www.illumi.com](http://www.illumi.com)

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