

Home of Halloween Content

Did you know the origins of Halloween trace back 3,000 years ago to the ancient Celtic festival of Samhain (Sow-win)? Tourism Ireland is showcasing Ireland as the birthplace of Halloween, and have produced brand new, custom content focused on the history, traditions and fun facts surrounding the celebrations on October 31st.

Assets can be found [here](#) with a breakdown of social copy and relevant links in the document below, free to share on your social media channels.

Halloween Fast Facts

3,000 years ago, in Ireland, the ancient Celts celebrated ‘Samhain’ (sow-win), a harvest festival to mark the start of winter. When the veil between this world and the next was at its weakest and spirits – the Púcaí (Puca)– and fairies walked the earth.

Traditions began that last to this day. Large communal bonfires were lit to ward off demons, and embers were carried home in a hollow turnip (the original Jack O’ Lantern), masks were worn as disguises against evil spirits (the first Halloween costumes) and soul cakes were offered to children and the poor (today’s trick or treating).

A barmbrack cake was baked to forecast the future and this fruit loaf is still eaten today. Emigrants brought these customs to North America, then it spread around the world as Halloween. But its spiritual home will always be Samhain in Ireland.

Halloween Toolkit Assets

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Home of Halloween Video

Love Halloween? Discover thrills and chills on the island of Ireland where Halloween began over 3,000 years ago...

#IrelandHomeOfHalloween

<https://go.irlnd.co/shbhsw>

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The Irish Fruitcake That Will Tell Your Fortune

This Halloween tradition is said to forecast your fortune. What will you get in your barmbrack? #IrelandHomeOfHalloween

<https://go.irlnd.co/gtke4n>

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Fun Facts

Halloween, a time for thrills, chills and scaring ourselves silly. But did you know that the Halloween holiday began in Ireland? Learn more with this spooky deck of Halloween fun fact cards!
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Kinnitty Castle

Have you heard of Kinnitty Castle in County Offaly? It's one of the castles in the Haunted Triangle of Ireland and seems to have things that go 'bump' in the night! #IrelandHomeOfHalloween

Please tag property:

Facebook: @kinnittycastlehotel

Twitter: @kinnittycastle

Instagram: @kinnittycastleireland

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Spike Island

While it may now be one of Europe's Leading Tourist Attractions, Spike Island's eerie prison has been home to monks, rioters, captains and convicts. Many ghostly sightings have been reported throughout the years...
#IrelandHomeOfHalloween

**Photo Descriptions are available in word doc and are from Spike Island.
Please credit Spike Island
@SpikelandCork**

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Ballygally Castle

Would you dare spend a night in the haunted Ballygally Castle Hotel in County Antrim? If a sudden spike in the room temperature wakes you up in the middle of the night and you smell a strong scent of vanilla then you know Lady Isobel is doing her nightly rounds still looking for her daughter. #IrelandHomeOfHalloween

**Please credit Ballygally Castle
Facebook: @ballygallycastle
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Tales of Terror

Would you dare to visit these sites in Ireland's Ancient East after darkness falls?

<http://ow.ly/Tvya50GvY9g>
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Ireland's 9 Scary Stories

We're in countdown mode to Halloween and checking out 9 of Ireland's scariest stories! Read on...if you dare:

<http://ow.ly/AKcY50GvYaB>
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Derry Halloween

Discover why Derry Halloween festival is highly ranked by the New York Times as a top Spooky Travel Destinations for the Halloween Season:

<http://ow.ly/Myg350GvYbX>
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Púca Halloween Festival

A festival of storytelling, music, food and light shows... Here are 5 reasons you'll love the Púca Halloween Festival

<http://ow.ly/ifPL50GvYeB>
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Halloween Recipes

Have you ever had the famous Irish Halloween Barmbrack? If ancient traditions are to be believed, this bread can forecast your future... See the recipe here:

<http://ow.ly/QhTb50GvYgs>
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Halloween Quiz

Do you know which is witch when it comes to Halloween? Bite into our spook-tacular quiz to find out!

<http://ow.ly/VsWr50GvYib>
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