

# Hulu Unveils 31 Nights Of Chills And Thrills With Launch Of Immersive Halloween Experience

***Premium Streaming Service Kicks-Off “Huluween” with Inaugural Film Fest and Personalized Platform for Viewers and Brands***

***Full Slate of Programming, Including New Hulu Originals *Light as a Feather* and Blumhouse Television’s *Into the Dark*, Set to Premiere Throughout October***

SANTA MONICA, CA (October 1, 2018) – Get ready for a month’s worth of scary programming as Hulu kicks-off its biggest “Huluween” celebration yet. Beginning today, viewers can head to Hulu’s personalized, Halloween-themed hub for a bone-chilling selection of popular Halloween TV episodes and movies. The curated experience will also bring viewers exclusive, new content throughout the month, including eight spooky short films from up-and-coming filmmakers, and the much-anticipated premiere of two Hulu Originals - *Into the Dark* and *Light as a Feather*. “Inside the walls of Hulu, Huluween has been a tradition for many years, and since more than half of our subscribers consider Halloween their favorite holiday, we thought it was only right to create this ultimate viewing destination,” said Hulu Chief Marketing Officer Kelly Campbell. “This year, October will never be the same as we’re going all out with a month-long celebration where viewers can enjoy their favorite Halloween themed shows and movies, and our brand partners can connect with them in a one-of-a-kind experience.” The new space also offers advertisers unique ways to engage with consumers through custom integrated advertising opportunities tied to Huluween. From a custom tarot card read ad product, sponsored by Jägermeister, to an authentically integrated series of spots featuring *Goosebumps 2: Haunted Halloween* main character, Slappy, Hulu is the only major streaming platform that can partner with multiple top brands in ways that are more personalized and immersive than anything on linear television.

**Hulu Launches Spooktacular Content Hub and First-Ever Huluween Film Fest** Whether a fan of nightmare-inducing horror movies or more light-hearted Halloween episodes of TV favorites, Hulu has created an immersive destination that has something for everyone. Beginning today, viewers can customize their experience by adding their favorite scary movies and TV shows to ‘My Stuff’ and the Huluween hub will serve up personalized recommendations all month long. As the home to nearly twice as many episodes of popular TV shows than any other streaming service, viewers can also watch fan favorites curated into four hand-picked Halloween collections - “Thriller/Psychological,” “Pop Horror,” “Spooky Not Scary,” and “Scary As Hell” - including *American Psycho*, *The Blair Witch Project*, *Once Bitten*, *The Nightmare Before Christmas*, *The Hills Have Eyes* and more. This year also marks the first-ever Huluween Film Fest, which will give eight up-and-coming filmmakers the opportunity to showcase their horror-themed short films on Hulu throughout the month. Produced in partnership with Fox Network Group’s content studio All City, the short films - “[The Gillymuck](#),” “[The Box](#),” “[Horrifying Sounds](#),” “[The Hug](#),” “[Carved](#),” “[Urn](#),” “[Lippy](#)” and “[The Rizzle](#)” - will premiere today within the Huluween experience and on Hulu’s social channels. Throughout the month of October, the filmmaker with the highest levels of viewer engagement and the highest scores from a panel of expert judges, including *Bloody Disgusting* co-founder and editor Brad Miska, will win \$10,000 towards production of their feature length film. To view all of the Huluween short films, visit [www.youtube.com/hulu](http://www.youtube.com/hulu).

**Hulu Expands Original Programming Slate with Huluween Premieres From Blumhouse Television and AwesomenessTV** This Friday, Hulu and Blumhouse Television will premiere the first installment of

the new Hulu Original Series, *Into The Dark* - the first-ever year-round event series that will bring fans 12 standalone feature-length episodes on the first Friday of every month throughout the year. Based on a short film of the same name, *The Body*, directed and written by Paul Davis, co-written by Paul Fischer and starring Tom Bateman (*Murder on the Orient Express*, *Vanity Fair*) and Rebecca Rittenhouse (*The Mindy Project*, *Blood & Oil*), follows a sophisticated hitman with a cynical view on modern society that finds his work made more difficult when he has to transport a body on Halloween night, but everyone is enamored by what they think is his killer costume. The second installment, *Flesh and Blood*, directed by Patrick Lussier (*My Bloody Valentine*, *Dracula 2000*), premieres during Halloween week on November 2 and will star Dermot Mulroney (*August: Osage County*, *Shameless*, *The Wedding Date*) and also starring newcomer Diana Silvers in a thrilling story set on the eve of Thanksgiving. Later this month, Hulu will release another Hulu Original Series, *Light as a Feather*, produced by AwesomenessTV, Wattpad and Grammmnet. The entire 10-episode series will be available to stream on Hulu beginning October 12. *Light as a Feather* begins with an innocent game of "Light as a Feather, Stiff as a Board" that goes wrong when the five teen girls who play start dying off in the exact way that was predicted, forcing the survivors to figure out why they're being targeted - and whether the evil force hunting them down is one of their own.

**ABOUT HULU** Hulu is a leading premium streaming service that offers instant access to live and on demand channels, original series and films, and a premium library of TV and movies to more than 20 million subscribers in the U.S. Since its launch in 2008, Hulu has consistently been at the forefront of entertainment and technology. Hulu is the only streaming service that offers both ad-supported and commercial-free current season shows from the largest U.S. broadcast networks; libraries of hit TV series and films; and acclaimed Hulu Originals including Emmy® and Golden Globe® Award-winning series *The Handmaid's Tale*, *The Looming Tower*, *Future Man*, *Marvel's Runaways*, *The Path*, *Castle Rock*, and Golden Globe-nominated comedy *Casual*, as well as upcoming series *The First*, *Catch-22* and *Little Fires Everywhere*. In 2017, Hulu added live news, entertainment and sports from 21st Century Fox, The Walt Disney Company, NBCUniversal, CBS Corporation, The CW, Turner Networks, A+E Networks and Scripps Networks Interactive to its offerings – making it the only TV service that brings together live, on-demand, originals, and library content all in one place, across living room and mobile devices.

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