

NIGHTMARES! ~THE~ SLEEPWALKER TONIC

By JASON SEGEL AND KIRSTEN MILLER

Deluxe Halloween Event Kit

QUICK! RUN TO YOUR WINDOW
AND LOOK OUTSIDE!

The leaves are dead. There's a chill in the air. The signs are all there. The most terrifying day of the year is drawing near!

You've got to be ready. You can't wait any longer. You'll need a costume that's creepy and a pumpkin that's carved. If you want to survive, start preparing right now. You don't want Halloween sneaking up on you!

You see, on October 31, the border between our world and the Netherworld is thinner than ever. As soon as the sun sets, Nightmare creatures start slinking over to our side.

So grab your best friends and stick together. If your costumes are good, you should be fine. No matter how scared you get, do your best to enjoy yourself. The more fun you have, the safer you'll be!

Good luck, have a blast—and try not to scream!

Charlie Laird

P.S. See page 3 for hints and tips for great ghoulish group games and activities.

EVENT KIT INCLUDES:

- Halloween Event Suggestions
- Tricks and Treats: Decor and Recipes
- Reproducible Activity Sheets



A New York Times
Bestseller!



IF YOU SNOOZE, YOU LOSE.

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ABOUT NIGHTMARES!



ABOUT the Authors!

Jason Segel, multitalented actor, writer, and musician, teams up with *New York Times* bestselling author Kirsten Miller for the hilariously frightening middle-grade series *Nightmares!*, a trilogy about a boy named Charlie and a group of kids who must face their fears to save their town.



ABOUT the Books!

NIGHTMARES!

Sleeping has never been so scary. And now waking up is even worse! Charlie Laird has several problems. What Charlie doesn't know is that his problems are about to get a whole lot more real. Nightmares can ruin a good night's sleep, but when they start slipping out of your dreams and into the waking world—that's a line that should never be crossed. And when your worst nightmares start to come true . . . well, that's something only Charlie can face. And he's going to need all the help he can get, or it might just be lights-out for Charlie Laird. For good.



NIGHTMARES! THE SLEEPWALKER TONIC

Charlie Laird finally has a dream life. But he can't shake the feeling that something strange is afoot . . . again. Charlotte's herbarium used to be one of the busiest stores in Cypress Creek. Now her customers are heading to Orville Falls for their herbal potions. Weirder, though, Orville Falls is suddenly filled with . . . zombies? At least, they sure look like the walking dead. Rumor has it that no one's sleeping in Orville Falls. And Charlie knows what that means. Things are getting freaky again.

PRAISE for *Nightmares!*

A *New York Times* Bestseller

"Charlie Laird, who learns fear will eat you alive if you feed it, makes an impression, and . . . readers will want to accompany him again." — *The New York Times Book Review*

"A touching comical saga . . . about facing things that go bump in the night." — *US Weekly*

"Coraline meets *Monsters, Inc.* in this delightfully entertaining offering from actor [Jason] Segel and co-author [Kirsten] Miller." — *Publishers Weekly*

"I loved the character of Charlie. We can all learn from him. Be brave and do not let fear get in your way." — *Lynne W.*

"Pulled me in from the first page." — *Zachary P.*

"Good enough to read in the dark!" — *Luke K.*



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NIGHTMARES! HALLOWEEN EVENT SUGGESTIONS

Take Charlie's advice and host a *Nightmares!* Halloween event in your store—plenty of kids, families, and laughter will keep the menacing ogres, sinister clowns, and other Nightmares from creeping too close this October!

Here are some Event Ideas to host a *Nightmares!* party that's a little spooky and a lot of fun!

NIGHTMARES! STORYTIME

Start off your event with a great dramatic reading of Chapter 4 of *Nightmares!* by Jason Segel and Kirsten Miller. This part of the story will get everyone in a sufficiently frightened frame of mind. Before the story begins, read the summary of the book on page 2 of this brochure to set the scene for attendees who haven't yet read the book.

"DREAM UP A NIGHTMARE" GROUP STORYTELLING ACTIVITY

This imaginative game is a perfect follow-up activity to the chapter reading: a group storytelling activity that will definitely generate laughs—and probably some shrieks as well!

WHAT TO DO:

- Form a circle.
- Tell everyone that they are going to create their own nightmare. Ask everyone to dip into their dreams and get wickedly creative.
- The event manager starts the story using the scenario from *Nightmares!*: "I tried to stay awake. But I fell asleep. When I did, I entered the Netherworld, and the first thing I saw through the fog was a giant _____ . . ."
- Then, going to the right, each person in the circle adds two or three sentences to the story. They should relate to and build upon what was previously said. Telling the story works best when each person's last sentence stops at midpoint.
- **HINT FOR EVENT MANAGER:** Hold a flashlight under your chin when you start the story; then, when you are done with the first two or three lines, pass the flashlight to the next person. When they are done, they pass the flashlight along, until the story comes to an end. The last person finishes the story with a complete sentence.



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NIGHTMARES! HALLOWEEN EVENT SUGGESTIONS

BOO-CENTRATION:

This is a game to get guests guessing!

Preparation:

1. Take 18 Post-it Notes.
2. Using a crayon or marker, number each Post-it from 1 to 18 on the front, non-sticky side.
3. On the other side, write on two Post-its each of these words from *Nightmares!*: Charlie, Meduso, Dabney, cockroach, goblin, Nightmares, Netherworld, clown, witch. Make sure pairs are not in consecutive order.
4. Put the Post-its on a wall in two or three rows in numerical order.

Playing the Game:

1. Each player takes a turn asking for two numbers to be turned over.
2. If there is a match, the player wins a small prize.
3. The two matched Post-its are taken down and given to the person who guessed correctly.
4. The play goes on to the next player whether or not a match is made.
5. Whoever has the most Post-its at the end of the game is the Boo-Centration champ!



DECORATE YOUR OWN MASK!

What's a better way to celebrate Halloween than by decorating your own costume? Get started with an extra spooky mask. Reference your copy of *Nightmares!* to recreate Bruce's face from the book's illustrations, or create your very own *Nightmares!* character. Heads up: You'll want an ample supply of markers, crayons, scissors, yarn, and any other mask-making materials on hand!



HERE COME THE TRICK-OR-TREATERS!

Here are some ideas for surprising costumed kids who come trick-or-treating at your store:

- Fill a basket or bowl with candy for trick-or-treaters to help themselves to.
- Put some favorite Halloween-themed books on display and hold a trick-or-treat raffle. Give every trick-or-treater an entry form for a chance to win the books!
- Position a "Zombie Greeter" (see page 5) near the front of the store to pass out treats.
- If you create a Netherworld portal in your store (see page 5), encourage each trick-or-treater to summon up their courage to pass through for their treats.
- The trick-or-treat bags provided in the Deluxe Halloween Event Kit are perfect to give away to customers looking for some treats! They're also perfect to use as goodie bags at your Halloween event, or if someone forgot their own bag.



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NIGHTMARES! TRICKS AND TREATS: DECOR

TRICKS: Decorate your store for Halloween with some of these ideas from *Nightmares!*

Create a portal to the event!

Treat your customers to a *Nightmares!* experience they'll never forget! Decorate an area near your storytime section that will serve as the entrance to the event—like the portal to Netherworld in *Nightmares!* It can be set up at the end of an aisle, or it can be freestanding, depending on your store layout. Items to consider using include sheets, fabric, or butcher paper. Use large markers or water-based paints (use purple to pick up a color theme from the book) to write “This way to your Nightmares!” on the sheet or butcher paper. Create a signpost that says “Netherworld” with an arrow pointing to the portal. Hang streamers or use batting to add a spookier effect. Put dry ice and water inside of a carved jack-o'-lantern and place it at the portal entrance. On your store windows, write messages like “Don't dream your life away.”

Zombie Greeter

At the entrance to the portal—or just on the other side—have a store employee costumed as a zombie welcome all the customers and guide them to the event area. Here are some zombie makeup and costume ideas: Apply white face paint and add purple or green accents; create dark circles around the eyes using black or brown eye shadow; spray some gray hair paint around the temples; make the lips extra dark using lipstick or pencil; add purple lines on the face to imitate popping veins; clothing-wise, a tattered shirt, jacket, or house dress with a little dirt and maybe even a little fake blood will be effective.

Protect the Windows!

Add “boards” to your windows to keep the Nightmares out! To create fake boards, use cardboard boxes. Cut the cardboard into 3" strips about 4" wider than your windows. With a black marker, draw wood knots and bark lines on the cardboard strips. Use masking tape to hang them across your windows.



Sleepwalker

In *Nightmares! The Sleepwalker Tonic*, there are zombie-like Walkers all over the town of Orville Falls. To create a sleepwalker for your event area, use a pair of jeans and a long-sleeved shirt and stuff them with newspaper until it looks like a body is inside. Add socks and shoes. Stuff a rubber mask with newspaper and place it at the shirt collar. Put a copy of *Nightmares!* where one of the hands would be!



Spiderwebs

Use the spiderwebs provided in the Deluxe Halloween Event Kit to make your store extra spooky! Decorate the front door, the checkout counter, or display cases with spiderwebs. If you're feeling especially mischievous, purchase some fake spiders to place on the webs and give customers a good scare!

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NIGHTMARES! TRICKS AND TREATS: RECIPES

TREATS: Whip up some Netherworld snacks your guests will gobble up!

ZOMBIE MOUTHS

Ingredients (24 servings)

4 green apples

1 cup of nut butter (cashew, almond, or peanut)

Almond slivers

Preparation

1. Place apple, stem side up, on cutting board. Cut away 2 halves from sides of apple, leaving 1-inch-thick center slice with stem and core. Discard core slice. Cut each half round in half. Then cut each apple quarter into two wedges. Each apple will yield 8 wedges.
2. Spread 2 teaspoons nut butter on wide edge of apple slice. Top with another apple slice, aligning edges to resemble jaws. Insert almond slivers to make fangs.



DISMAL DIP

Add a few drops of black food coloring to ranch dip. Pair it with a vegetable tray or chips to make a very gloomy yet delicious snack.



TRANQUILITY TONIC PUNCH

Fill a punchbowl with a favorite, kid-friendly drink—and float gummy eyeballs in it! Put a sign next to the punch bowl that says “Tranquility Tonic: Never Have Another Nightmare.”



Decorate a Netherworld Nosh Table

- **Tablecloth**—Sheet with fake blood stains.
- **Table Accents**—Plastic mice, spiders; gummy worms.
- **Lighting**—Lots of old candles! They don’t need to be lit to add a macabre effect to the table!



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YOUR WORST NIGHTMARES!

Draw Your Worst Nightmare!

The Netherworld is full of Nightmares come to life! Giant spiders, oozing blobs, slithering millipedes, goblins, ogres, and giant grubs! But they can't scare you . . . or can they? The first step to being Nightmare-free is to face your fears. Using crayons and colored pencils, draw your worst Nightmare here.



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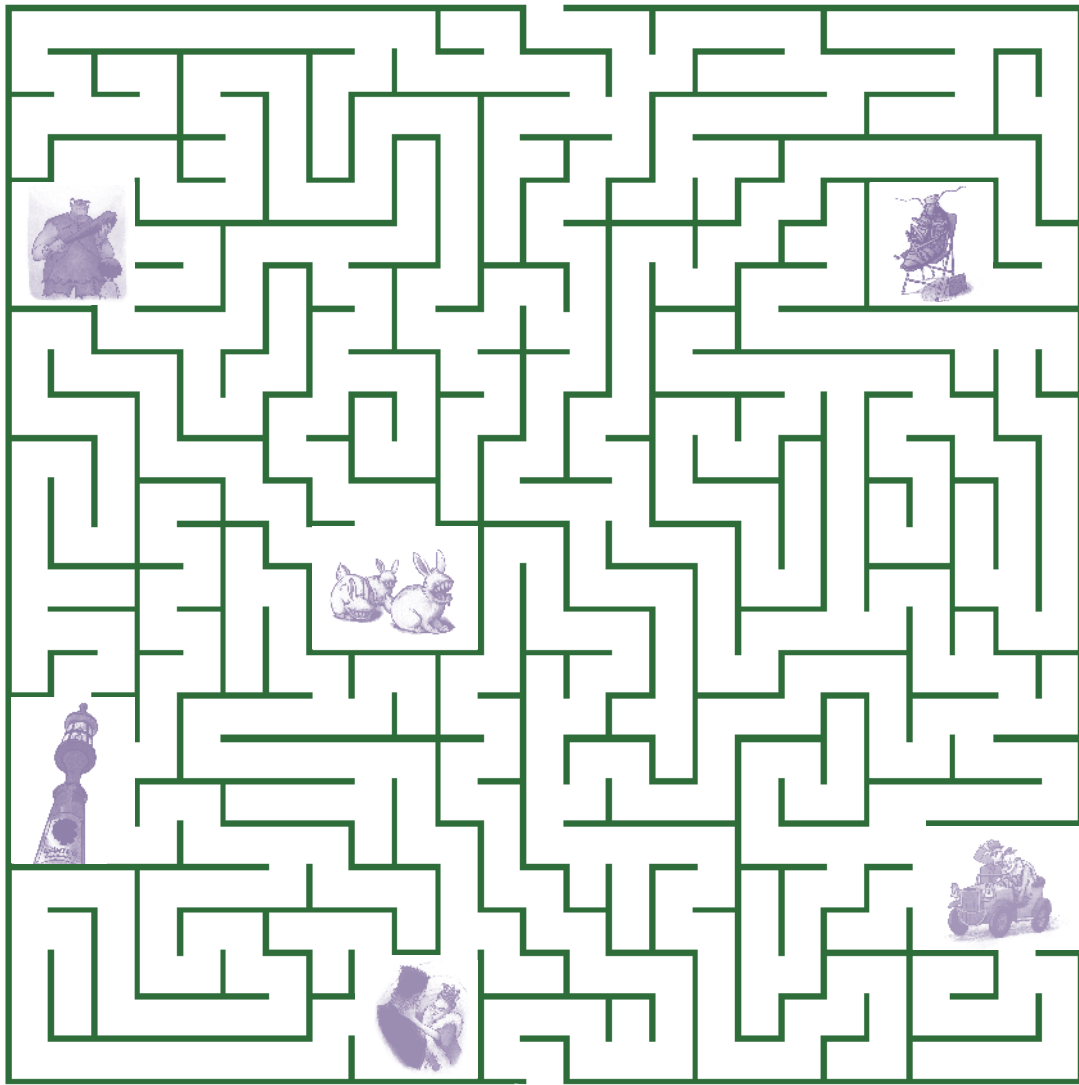
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NIGHTMARES! NETHERWORLD MAZE

Can you get back to the portal in the mansion before your nightmares catch up with you?

START ↓



FINISH



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