

It's a Scary J.B.!

BY ALISON HELLER



Nick Lassar of Morey's marketing team transformed into Felix the Boardwalk Barker.

As Mariner's Landing transformed into the haunted ruins of an abandoned park for Morey's FEARS- Terror on the Boardwalk, something strange began happening to our staff. The office personnel started shuffling around the coffee maker mumbling about beans or brains and no amount of caffeine seemed to perk them up. Our mechanics turned menacing, laughing maniacally as they dismembered rides for off-season storage.

Morey's FEARS- Terror on the Boardwalk, Morey's Piers' inaugural Halloween event brought all hands on deck to make the event a success. Every department pitched in to make costumes, learn and apply various makeup techniques, decorate the pier, build the mazes, props and facades and even act as zombies, evil clowns and living scarecrows.

"I never expected to join the undead crew in the Ghost Ship, but I definitely had a great time scaring guests," said Greg Rodgers, a Morey's mechanic turned zombie. "Once you get your first scream, you really feed on that energy... kind of like a real zombie."

Acting like real zombies became much easier once our skilled team of cosmetologists applied festering wounds and dabbed fake blood on our faces as naturally as if they were powdering our cheeks. The different make up looks transformed us outside and in.

"We took classes to learn proper sanitation and application techniques for a variety of characters," said Kristel Jenkins, Morey's Events and Entertainment Manger turned Undead Cosmetologist. "The transformations were incredible. Everyone really got into their character as soon as their makeup was finished."

Anne O'Boyle, Morey's Corporate Sales Manager, became nearly unrecognizable as a

creepy clown heckling guests and spouting twisted rhymes in CarnEvil. Like many of our associates, she spent the weeks between event nights perfecting her costumes and coming up with new ways to scare people.

"It was really fun to discover I had a bit of a dark side," said Anne. "I don't let her come out to play often, but CarnEvil was the perfect opportunity!"

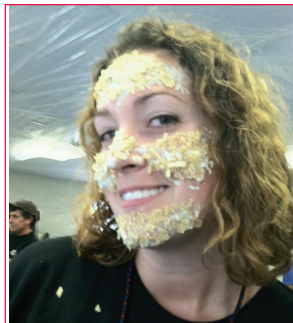
I started out as a creative, ambitious writer and ended up a stiff husk of my former self, lumbering around the corn maze and traumatizing guests. As a roaming scarecrow actor in CornStalkers, my makeup was one of the most interesting styles.

I had to look like I was made of straw and burlap to be a convincing scarecrow. My face was first covered in a layer of liquid latex and topped with crumbled rice cereal, which I dubbed "the Kellogg facial" (it's all the rage this Halloween season!). However, I looked liked a walking Rice Krispie treat, which might be the least scariest thing ever. After the latex dried, I was subjected to an airbrush for an ample coating of brown paint. Black accents were airbrushed over my eyes, mouth, neck and cheeks and then artists dabbed my face liberally with fake blood, pus and other oozy fluids.

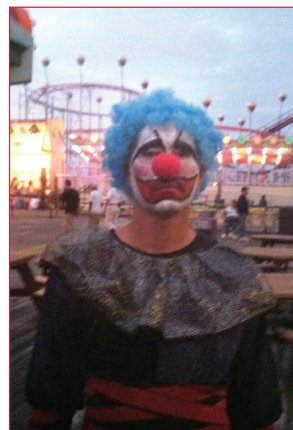
"Pus was definitely the most fun application," said Kristel. "It was disturbingly realistic and got great reactions from guests."

From our bearded ladies in the ticket booth to our cackling clowns in CarnEvil, everyone embraced the spooky spirit of Morey's FEARS and made sure all our guests enjoyed our first year of fear on the pier.

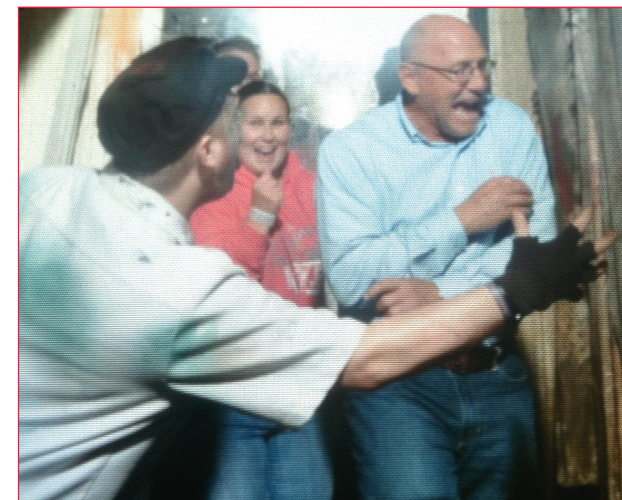
We're all looking forward to next year, perhaps a little too eagerly.



Alison Heller of Morey's marketing team showing off her charming Kellogg facial



Rich Peterson, longtime Moreys employee was NOT a happy clown



Jack Morey was candidly caught being scared inside the Ghost Ship by photographer Rob Kulisek



Long time Moreys employee, Hope Schaff had fun at her new job assignment!



Morey's Maintenance Men turned Zombies



Marketing intern, Rob Kulisek joined in on the zombieness



Five makeup artists were on deck who artistically helped create the zombie characters that frightfully roamed the pier