



MEDIA RELEASE

Hijinx Hotel, Holey Moley and Archie Brothers Cirque Electriq set to Fright and Delight this Halloween

In Partnership with Fireball, Funlab's Alexandria precinct is transforming into a spooky Halloween experience this October

17 September, 2024 - Sydney-siders can dust off their witch's hats, grab their pumpkins, and don a garlic necklace in preparation for Funlab's Alexandria precinct Halloween takeover. For the month of October (4th – Nov 3) the competitive socialising venues are partnering with Fireball to transform Hijinx Hotel, Holey Moley, and Archie Brothers Cirque Electriq into a destination for thrills and chills.

At no additional charge, any fun-seeker who purchases activities during these dates will experience the immersive activation including Halloween themed Hijinx Hotel challenge rooms, creepy Holey Moley mini-golf holes, ghostly abandoned laser-tag at Archie Brothers Cirque Electriq, and immersive zombie virtual reality games at Zero Latency. And to top it off, Fireball will be keeping the spirits high with a Dragon's Lair bar takeover.

In addition to the famous bright, colourful, challenge rooms, Hijinx Hotel guests will now roll in ball pits with spiders, skulls and eyeballs, spell spooky words in the scrambled room, and hear screams that will make their hairs stand on end throughout the challenges. Holey Moley's pop-culture holes will feature creepy crawlies, crime scenes, and eerie doll's homes. Archie Brother's Cirque Electriq guests can enjoy a scare-tacular laser tag arena complete with graveyard, monsters and scares or complete a scavenger hunt in-venue featuring a range of spooky themed arcade games and attractions. And Zero Latency's VR Outbreak or Undead Arena Zombie Experiences will have guests dodging zombies for survival at a discounted \$30 per person all month!

Thrill-seekers who attend after dark (6 - 10pm) will also experience the *Witching Hour* where ghouls, zombies, the reaper, and demons roam the hallways for an immersive spooktacular experience where entertainers and acrobats will also fright and delight.

Trick or treat, why not have both? Holey Moley's Caddyshack bar will transform into Fireball's Dragon's Lair designed by Australian artist Callum Preston, featuring an interactive space perfect for guests to capture content while tasting the cinnamon spiced cocktails (if they dare). The whisky bar will offer drink specials that taste like heaven - and burn like hell, including the *Dirt-y Martini* with Fireball, Marie Brizard Coffee Liqueur, First press Coffee with Biscoff "dirt" garnish and sour worms, and the *Eye of Fire* - Fireball, Raspberry Syrup, Lemon and Soda with a "blood" drip rim and Blueberry eyeball.

All the spooktacular thrills will accumulate on the evening of Halloween, where there will be a DJ, Tarot Card readers, Trick or Treating, Apple Bob, VFX makeup and costume pop ups available for guests.

Funlab CEO Michael Schreiber said Halloween at Funlab's Alexandria venue is the perfect way to enjoy the spooky season in a fun, unique way.

"At Funlab we are all about creating competitive socialising experiences where people can come together to have fun and create memories. We strive to continue taking our venues to the next level and Halloween is the perfect time for us to bring our venues to life in a new, fun way.

"Taking inspiration from Beetlejuice, Tim Burton and of course, Wes Anderson in our Hijinx Hotel, we've created spooky fun that we hope Sydney residents can enjoy. And rather than making it one night, we're celebrating the whole month!"

Booking is available at:

- <https://www.hijinxhotel.com.au/locations/alexandria>
- <https://www.holeymoley.com.au/locations/alexandria>
- <https://www.archiebrothers.com.au/locations/alexandria>
- <https://www.archiebrothers.com.au/activities/zero-latency>

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About Funlab:

Funlab is Australia's premiere creator of competitive socialising experiences.

From arcades, bowling alleys, mini-golf and much more, Funlab believes the world is better when we fun together and in taking familiar concepts and transforming them into immersive worlds of fun. Magnifying every small detail to create extraordinary experiences, Funlab operates 52 venues across 9 brands and over 2,500 employees

Hijinx Hotel:

Following the roaring success across Australia, comes Hijinx Hotel. From the moment guests arrive, Hijinx Hotel looks like a frenzied, fantastical, instagramable experience. This is no ordinary hotel, it's where guests play, not stay. Instead of living it up for a night, guests will be able to experience quick play immersive rooms that combine the theatre and wonder of a quirky New York hotel, and the whimsical delight reminiscent of Willy Wonka meets Wes Anderson, within what seems like ten hotel rooms.

Each room draws from nostalgia and is uniquely designed for between two and six players to work together to complete challenges in a four-minute window to score points on a leaderboard.

Holey Moley:

No ifs, just putts - Holey Moley is a mini golf course that turns traditional putt putt into a multi-sensory labyrinth of unique holes. It's nifty, nostalgic, a bit 80s, and a bit 90s. Each hole is themed around pop-culture and nostalgia and is paired with dim lights, pumping tunes, delicious eats and quirky drinks, a vibe that is sure to get the friendly competition flowing.