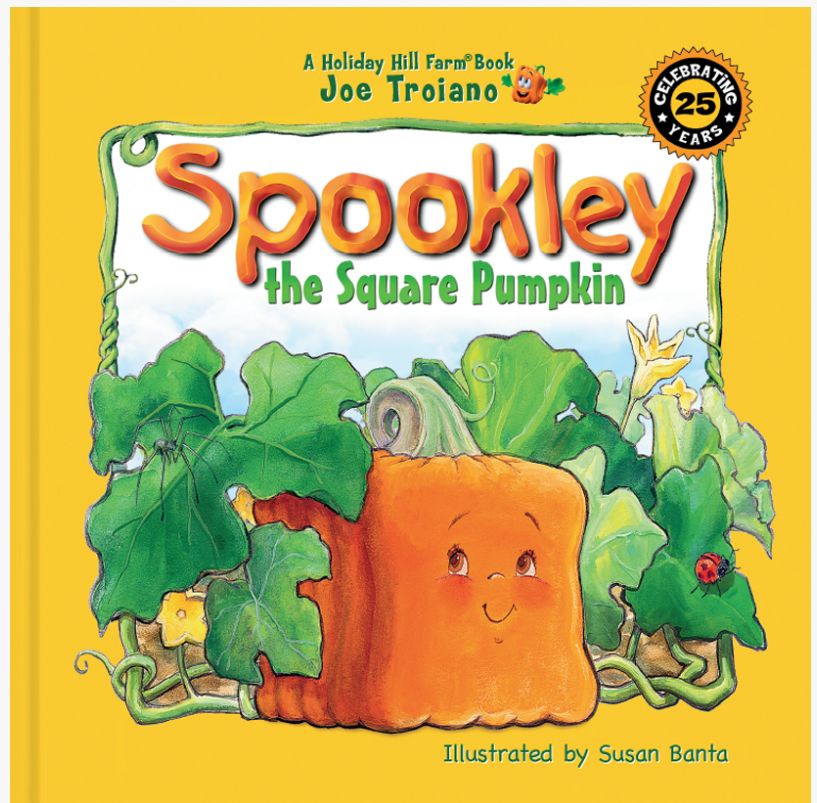


Spookley the Square Pumpkin Celebrates 25 Years of Kindness

New "25 Ways to Celebrate" Campaign Invites Families, Educators, and Fans to Join the Anniversary Celebration Throughout #SpookleySeason

WILTON, CT, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Twenty-five years after making his debut in Joe Troiano's beloved children's book, Spookley the Square Pumpkin (www.spookley.com) is celebrating a quarter century of helping children embrace kindness, acceptance, and what makes them unique. To mark the milestone, Holiday Hill Farm has launched 25 Ways to Celebrate Spookley, a #SpookleySeason campaign inviting families, educators, and fans to celebrate through books, movies, music, live events, crafts, costumes, giveaways, and more.

What began as a non-scary bedtime story has grown into a beloved family franchise spanning books, animated movies, music, stage productions, educational programming, seasonal attractions, and consumer products enjoyed by millions of families around the world. Spookley also serves as the Official Spokes-Pumpkin for PACER's National Bullying Prevention Center and National Bullying Prevention



Month each October.

"Spookley and his story of kindness have profoundly impacted so many children and families over the last 25 years," said Aaron Burakoff, Head of Franchise Management at Holiday Hill Farm. "For some, it's come through the book they grew up reading every fall. For others, Spookley is a cherished pumpkin patch tradition, a favorite classroom activity, or the Halloween movie they watch together year after year. This milestone anniversary is an opportunity to celebrate the memories and traditions families have created with Spookley—and to begin new ones that will be shared for generations to come."

Highlights from the 25 Ways to Celebrate Spookley campaign include:

- Attend a virtual birthday celebration featuring a live reading with Troiano and a birthday sing-along on Oct. 21.
- Dress up with the new official Spookley costume from Spirit Halloween.
- Visit Spookley-themed activities and attractions at pumpkin patches across North America.
- Experience "Spookley's Pumpkin Jamboree," a new 4D attraction film at participating zoos and aquariums.
- Read "The Legend of Spookley the Square Pumpkin," first published 25 years ago this fall.
- Watch the Spookley movies and "Spookley's 13 Days of Halloween" on the official Spookley YouTube channel.
- Take the Bullying Prevention Pledge and explore free classroom activities, coloring pages, and crafts.
- Enter anniversary giveaways and share favorite Spookley memories throughout the season.

The complete list of 25 Ways to Celebrate Spookley is available at www.spookley.com/25th.



"I wrote Spookley's story because my young son wanted a friendly Halloween bedtime story," said Joe Troiano, creator of Spookley the Square Pumpkin. "Twenty-five years later, seeing children continue to discover Spookley—and watching his message of kindness and acceptance resonate with new generations—is the greatest gift an author could ever receive."

Troiano adds that Holiday Hill Farm hopes this anniversary season inspires families everywhere to remember the lesson that started it all: "You can't judge a book—or a pumpkin—by its cover."

For more information, visit www.spookley.com and follow @spookleythesquarepumpkin on [Instagram](#) and @Spookley on [Facebook](#).

Note to media: press assets are available to [view and download here](#).



About Spookley the Square Pumpkin (Spookley)

Spookley lives on Holiday Hill Farm, a world of storytelling magic where "Every Day is a Holiday" and where Spookley and his friends celebrate what makes every day – and every one – special throughout the entire year. Spookley was born one Halloween night years ago, when Joe Troiano's young son asked for a non-scary bedtime story about pumpkins. Troiano is the award-winning author, script writer, lyricist and producer behind all of the Spookley the Square Pumpkin and Holiday Hill Farm books, movies, songs and stage shows. Spookley is the "Official Spokes-Pumpkin" for PACER's National Bullying Prevention Center and National Bullying Prevention Month (October).

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