

## = The Haunting Hour : Don 't Think About It =

R. L. Stine 's The Haunting Hour : Don 't Think About It is a 2007 American children 's horror film based on the children 's book of the same name by R. L. Stine . The film was directed by Alex Zamm , written by Dan Angel and Billy Brown , and stars Emily Osment , Cody Linley , Brittany Curran , and Tobin Bell . It was released direct @-@ to @-@ DVD . The plot follows a goth girl named Cassie ( Emily Osment ) moving into a new town and fascinated by the occult . At a mysterious Halloween store , the store owner ( Tobin Bell ) insists on selling her an old book . Stuck with her brother Max ( Alex Winzenread ) on Halloween night , she reads the book to him , despite the book 's warnings not to read it out aloud or think about its monster . The monster comes to life and captures Max . Cassie , with help from her friends , must save Max and defeat the monster before their parents return from a Halloween party .

The film was a joint production with Universal Studios Home Entertainment Family Productions , The Hatchery , and Steeltown Entertainment . The film was released on DVD by Universal Studios Home Entertainment on September 4 , 2007 , and aired on Cartoon Network on September 7 , 2007 . The film received mostly positive reviews from media critics upon release .

## = = Plot = =

Cassie ( Emily Osment ) is a thirteen @-@ year @-@ old goth girl who just moved with her family to a new neighborhood and school . She loves to trick the popular kids at school and her younger brother Max ( Alex Winzenread ) .

On the way to a library , Cassie finds a mysterious Halloween store in an alley and goes inside . The store owner ( Tobin Bell ) insists on selling her an old book titled The Evil Thing , which contains a warning not to read it aloud or think about its monster called " The Evil Thing " , a two @-@ headed creature that sucks blood while the other head eats meat . That night , Cassie ignores the warning in the book and reads it to Max as revenge for him unplugging her computer in the middle of a report she was writing . Priscilla Wright ( Brittany Curran ) , a school bully who stole The Evil Thing from Cassie 's bag in school , films her jumping in fear , after using a CD player to play monster sounds outside in order to make the monster appear to have come to life .

After Cassie 's parents leave for a Halloween party and later that night , The Evil Thing is brought to life by Max 's thoughts , and captures him , Priscilla and a Papa John 's Pizza delivery man . It is up to Cassie and Sean ( Cody Linley ) , a popular boy who Cassie likes , to save them . At first , they try to defeat The Evil Thing on their own , but fail . Cassie then asks the owner of the shop , where she bought the book , for help . Cassie discovers that the store owner travels around the world each Halloween , searching for a person who loves to scare people the most and tricks them into reading the book aloud , releasing The Evil Thing , possibly in order to teach them a lesson . He leaves them with the riddle " two heads are better than one ; that 's the way to get the bloody job done " before his shop disappears . After he disappears , Sean solves the riddle . Together , they formulate that if they get blood from a roast that Cassie 's mother made and throw it onto The Evil Thing , it will be forced to suck up the blood . In doing so , it will devour itself . While they plan their attack , The Evil Thing 's babies hatch and tries to eat the victims . Luckily , Sean and Cassie make it in time . By using Sean 's CD of monster sound effects , they are able to lure the monster to the CD player ; however , when the monster nudges it , the music turns into hip hop , thus ruining their plan . While fumbling , Sean and Cassie accidentally drop the blood near Max , who must conquer his fears . When Cassie encourages him , Max tosses the blood onto The Evil Thing , causing its heads to begin attacking each other . The monster eats itself , eventually exploding in a shower of yellow blood , killing itself and its offspring .

With The Evil Thing destroyed , Max , Sean and Cassie save Priscilla . She angrily yells at Cassie and calls her a witch , and Sean rejects Priscilla in favor of Cassie . After Priscilla leaves , they save the pizza delivery man , who offers them free pizza in return for releasing him , then follows Priscilla to hit on her , to her disgust . Cassie and Sean burn the book and set aside all their thoughts about The Evil Thing . Sean leaves shortly afterward . Cassie and Max 's parents then come home and

find the book in the fireplace . The father mockingly reads it out loud , reviving The Evil Thing . The film concludes with Cassie realizing that The Evil Thing has been brought back to life and that it is not over yet .

= = Cast = =

Emily Osment as Cassie Keller , a goth girl who likes to read and enjoys pulling pranks on students and her brother . While walking to the library , Cassie visits a Halloween shop , which she did not think was there before . After ignoring the warning within the book to not read it aloud , a monster known as the Evil Thing escapes into the city after her brother thinks about it .

Cody Linley as Sean Redford , a popular boy in high school who likes Priscilla Wright . After feeling regret for helping Priscilla to bully Cassie , he leaves her , befriending Cassie and helping her defeat the monster .

Brittany Curran as Priscilla Wright , a popular girl in high school , who bullies Cassie for her goth appearance and takes pride in holding the festive title of " Pumpkin Queen " .

Alex Winzenread as Maximilian " Max " Keller , Cassie 's little brother , who is easily frightened . Cassie thinks that her brother is annoying and a nuisance , so she frequently scares him . After Cassie , Max , and Sean work together to defeat the Evil Thing , she gains respect for her brother .

Tobin Bell as the Stranger , who owns the Halloween shop . His shop is not always in the same location , as he moves from place to place to find people who like to terrify others .

= = Production = =

Margaret Loesch , who founded Fox Kids and the Hallmark Channel , served as the executive producer . The film 's music score was composed by Chris Hajian . Dan Angel , who wrote the script , said " The key is to do no gore , no violence , no [ bad ] language , no sex , no one dies , but you can take the audience to a scary place and bring them back " .

R. L. Stine was consulted for how the script should be written . There was supposed to be a series based on the short stories in R. L. Stine 's book , but the executive producers decided to film their own original story , and Stine contributed what he thought should be added to it . Stine said that the film is no different from his short stories , saying , " It 's a really good , creepy adventure for kids , but it never really goes too far , sort of like my stories . "

Filming took place in the borough of Carnegie , Pennsylvania as well as Cranberry Township in October and November 2006 . Filmed in Pittsburgh , the local Steeltown Entertainment Project has a credit in the film 's beginning for investing in the film 's production . Other people in Pittsburgh have credits at the end of the film . Over 100 local citizens had a part in the film 's production . Loesch stated the filming could not have happened in Pittsburgh without the help of Steeltown . A problem during the production was how many hours children can work each day , due to child labor laws .

Product placement for the film includes a cookie from the restaurant chain Eat 'n Park and Papa John 's Pizza . The use of pizza delivery by Papa John 's Pizza in the film was regarded by Common Sense Media , a media website for parents , reviewer Heather Boerner , as " overly integrated product placement " . She criticized the product placement , writing , " Not only is the pizza delivery guy included in more than half of the DVD , but the logo is present and the kids are shown munching ecstatically on the pizza at the end of the movie . They even say that the pizza is great , and how the delivery guy was nice . It 's enough to make a commercial @-@ conscious parent gag " .

Gregory Nicotero and Howard Berger designed the animatronic monster , The Evil Thing . The Evil Thing was created by Nicotero 's company KNB FX , the same company that did the special effects for The Chronicles of Narnia : The Lion , the Witch and the Wardrobe . The monster 's two heads were controlled by two people . Cody Linley described the monster as " nasty " , while the director Alex Zamm said , " That 's lunch " .

= = Release = =

### == Home media ==

In the United States , the film was rated as " PG " by the Motion Picture Association of America for " scary content and thematic elements " . It was rated " 12 " by the British Board of Film Classification in the United Kingdom .

The Haunting Hour : Don 't Think About It was released on DVD with seven special features , including Emily Osment singing " I Don 't Think About It " , a behind the scenes video of the production , a personality test that compares the viewer to the characters , an interview with R. L. Stine and the film 's cast , and three trailers for other films . The DVD is in widescreen format with English Dolby Digital 5 @. @ 0 sound . Subtitles on the DVD are available in English , French , and Spanish . The DVD was released on September 4 , 2007 in the United States and on October 22 , 2007 in the United Kingdom .

The DVD release of The Haunting Hour : Don 't Think About It was reported as the fourth top children 's DVD rental on a chart from the Orlando Sentinel , published on September 28 , 2007 .

### == Television ==

The film aired on the children 's cable channel Cartoon Network on September 7 , 2007 . A re @-@ airing of the film received the most viewers of that week for the channel .

The film spawned a spin @-@ off television series called R. L. Stine 's The Haunting Hour premiered October 29 , 2010 on the Hub Network . The series was similar to R.L. Stine 's previous anthology television series , Goosebumps , and had a different story in each episode . It was cancelled on December 6 , 2014 .

### == Reception ==

### == Critical response ==

The film received mostly positive reviews . William Lee , a reviewer writing for the Movie Metropolis , said " Don 't Think About It is a very simplistic and straightforward tale . The characters all fit into the standard roles of popular boy , outsider , and mean girl and they never advance beyond those descriptions " .

Nick Lyons of DVD Talk wrote : " As the children 's horror movie / television field is sparse , this film is a perfect opportunity for youngins to experience the genre before eventually moving on to classic horror movies . Hopefully we shall see more Haunting Hour films in the future " . In her review for About.com , Carey Bryson said : " The movie is a great Halloween flick for kids in the target age group ( about ages 8 @-@ 14 , depending on their ability to handle scary content ) , and stars some of the big names in current kid culture " . Melanie Dee of Yahoo ! Voices called The Haunting Hour : Don 't Think About It " a fast @-@ paced movie " . She noted the scenes " jump quickly and get the point across , making it an easy to follow upbeat flick that kids and parents alike will enjoy . "

### == Accolades ==

In 2008 , film writers Dan Angel and Billy Brown were nominated for a Writers Guild of America Award for the Children 's Script - Long Form or Special category . At the 29th Young Artist Awards , Cody Linley and Emily Osment were nominated for Best Performance in a TV Movie , Miniseries , or Special - Leading Young Actor and Actress categories , respectively .