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# Haunted Houses: What's the Attraction?

PR Newswire  
KANSAS CITY, Mo., July 16

*Creatures, ghosts, scary things... Let the Haunted House Association Help with your Halloween Story!*

KANSAS CITY, Mo., July 16 /PRNewswire-USNewswire/ -- There is an interesting fact hiding under America's bed: People LIKE to be scared.

Studies have shown that people actually find intense pleasure when facing their fears. This helps explain why nearly one in five Americans will choose to scream their way through a haunted attraction in the next few months before Halloween. And why the Haunted House Association, whose members operate more than 125 of the country's largest and most successful haunts, expects haunted venues to scare more than two million visitors this year.

"It takes a lot to get the average person's heart pounding in today's world," says Amber Amett Bequeaith, spokesperson of the HHA. "Haunted Houses are real in the sense that the creative unknown is right there in front of you somewhere; it's behind that door; it's around the corner. There's just nothing quite like a good old-fashioned living, breathing hideous creature dropping out of the ceiling, or breathing on your ear to get the adrenaline going."

Bequeaith said it is the dedicated actors, who themselves tend to love the horror genre, and the physical reality of an old house, commercial building or dark corn maze that make professional haunted attractions intriguing and popular. That and the fact that the best operators spend big bucks every year

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to enhance technology and special effects.

"It is certainly more expensive to scare people these days," said Bequeaith. "The cost of technology and elaborate sets and costumes is frightening. We spend a fortune on safety measures. But, the bottom line is, we are entertainers who like to make people happy. And, strange as it seems, scaring people makes them happy."

Note: *Haunted Houses* begin operation as early as September. For a full listing of, and information about members of the Haunted House Association, log onto ([www.hhassociation.com](http://www.hhassociation.com))

### About the Haunted House Association

The Haunted House Association (HHA) is a not-for-profit organization whose mission is to promote attendance, best practices and safety within the haunted house industry. The HHA is the official association of the industry. Membership includes more than 125 professional attractions in the U.S., which will scare up more than 1 billion dollars in revenues in 2010. [www.hhassociation.com](http://www.hhassociation.com)

SOURCE Haunted House Association

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