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There's a Halloween Chill in the Air! America's Haunted Houses Invite You to Come Inside

PR Newswire

KANSAS CITY, Sept. 30

KANSAS CITY, Sept. 30 /PRNewswire-USNewswire/ -- The lights are now off, and the peak "boo" season is officially on at professionally-produced haunted attractions across the nation!

In the month of October, millions of Americans will scream their way through the phobia-filled halls and mazes of a commercial haunted attraction. The Haunted House Association (HHA), with 125 member attractions from Baltimore to Kansas City to Atlanta, is the official association of an industry that will scare up millions of dollars in ticket and merchandise sales this year.

"The American consumer is becoming absolutely bewitched," said Amber Amett Bequeaith, spokesperson for the HHA. "They want, and expect to be frightened in new and ever more creative ways."

Bequeaith noted that operators of the country's most successful haunts spend millions of dollars every year to create Hollywood-caliber costumes and props, and to conjure up ever creepier computer-generated optical illusions and sounds.

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"It takes a lot more to get the average person's heart pounding in today's world," she said, adding "But believe me, we stay up nights thinking about how to make your hair stand up!"

In spite of the nation's frightening economy, the HHA this year expects lines at the doors of its member haunts, where guests may be met by the likes of Willard the Weird Janitor, The Gravedigger, or Ratman.

Not afraid of no ghosts? Well, fair warning, said Bequeaith, "Our people really get into it. You might say they live to scare you."

For a full listing and information about members of the Haunted House Association, log onto (www.hhassociation.com).

Let the Haunted House Association help with your story this Halloween season. 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.

SOURCE Haunted House Association

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