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Safety Standards Evolve with Haunted Attraction Innovation

PR Newswire

PRINCETON JUNCTION, N.J., Sept. 30, 2011

As Haunts Step Up the Scare Factor, C.H.A.O.S. Ensures Safety

PRINCETON JUNCTION, N.J., Sept. 30, 2011 /PRNewswire-USNewswire/ -- Thousands of members of the Haunted Attraction Association (HAA) have opened their doors this month to reveal new and creative ways to scare attendees with special features and effects that appeal to all five senses. While haunt owners may have upped the scare factor, haunt-goers can rest assured they are in good hands thanks to a special safety certification program designed specifically for the haunt industry.

The Certified Haunted Attraction Operator Seminar (C.H.A.O.S.) is a voluntary safety training and certification program essential for any owner of a haunted attraction. Designed to protect thrill-seekers frequenting haunted houses, hayrides, historical sites, corn mazes and other haunts, C.H.A.O.S. formally signifies the haunted attraction business has taken the necessary precautions against potential threats and emergencies. Updated each year, the program provides an ongoing education and idea exchange for haunt owners across the country, covering various fire safety codes and emergency procedures.

"Our industry is very unique in that we tell the customer to come out so we can scare them, insinuating

About

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chaos and terror. Despite this illusion, haunts are in fact a well-oiled machine of safety backed by proven training methods," said Patrick Konopelski, HAA President.

"Many of HAA's members like me have been in the business for a long time, but that doesn't mean we don't strive every year to make our haunts the safest adventure possible for our attendees," said Amber Arnett-Bequeath, HAA Spokesperson. "We want the public to know we are working hard to ensure they have a fun and safe experience this Halloween, just like any other business or industry."

The haunted attraction industry is approximately \$6 billion in size and includes an estimated 2,500 haunted attractions worldwide. With recent reports of consumer spending trending upward between July and August, allaying fears of a repeat recession, HAA predicts an increase in traffic at member haunts this Halloween season.

For a list of HAA member attractions in your area, visit [our website](#). To learn more about the industry or become a member of HAA, call (609) 799-4900.

About the Haunted Attraction Association (HAA)

HAA serves as the voice of the haunt industry. The organization's mission is to promote a network of haunted attractions including haunted houses, hayrides, historical sites and other supernatural experiences. The association also advises the industry on haunt safety standards to protect customers. For more information on HAA, visit www.hauntedattractionassociation.com.

About C.H.A.O.S.

Each year, HAA partners with TransWorld to offer Certified Haunted Attraction Operator Seminar (C.H.A.O.S.) safety classes. Individuals must complete a training course to receive their certification, which can be used to show their fire marshal, insurance carrier and local authority their desire to run a safe haunted attraction.

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SOURCE Haunted Attraction Association

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