

# AEG



ALPHA ENTERTAINMENT  
GROUP

ENTERTAINMENT GROUP



## Scare Kingdom SCREAM PARK

OPEN THROUGHOUT  
OCTOBER & NOVEMBER

BOOKING LINE  08444 77 1000

[SCAREKINGDOM.COM](http://SCAREKINGDOM.COM)

**THIRD YEAR OF FEAR FOR  
SCARE KINGDOM SCREAM PARK!**

**Electronic Press Kit 2011**

Following two years of terror, **Scare Kingdom Scream Park - [www.scarekingdom.com](http://www.scarekingdom.com)**, near Preston in Lancashire, will re-open its doors for its third year of fear on selected dates between Friday October 21st and Saturday November 5th 2011.

Located at Hawkshaw Farm Park, on the A59 between Blackburn and Preston, the park offers a fiendish feast of heart-pumping attractions that will delight thrill seekers, families and children. Created by the twisted minds at **AtmosFEAR! Entertainment Group - [www.atmosfearuk.com](http://www.atmosfearuk.com)**, Lancashire's masters of the macabre, Scare Kingdom Scream Park 2011 promises more attractions than ever before.

With six all new attractions, timed entry meaning no queuing and a range of devilish discounts, Scare Kingdom Scream Park is the North West's true home of Halloween this year!

After the sell out success of 2009 and 2010, an appearance on BBC1's **Countryfile** and more recently Virgin 1's **Duncan Bannatyne's Seaside Rescue**, the scream team behind the park are pushing all known boundaries for 2011 combining claustrophobia, physical contact and state of the art special effects to create an extreme scream experience at night, and a family friendly treat during the day.

### **WE DARE TO SCARE**

Planning for the park's third season began in October 2010, under the guidance of Creative Director and TV presenter Jason Karl, he said "this year looks set to be our scariest yet, with a whole host of horrifying attractions to entertain every type of guest, from those seeking a heart pounding fear fest, to those seeking light hearted spooky fun, Scare Kingdom caters for all, and is currently the UK's only scream park offering all new attractions each and every year".

### **FUN FRIGHTS**

During the October half term, Scare Kingdom opens daily when the emphasis is on fun rather than fear and delivers Halloween entertainment designed for those aged 10 and under.

Taking place in The Purple Pumpkin Theatre, **Hocus Pocus - Magic is Alive!** invites guests to join the friendly witch Pink Hazel and Firefang the friendly Dragon, as they search for a spellcaster to help them wake up the magic mirror. The show combines audience interactivity, music and storytelling in a colourful setting hosted by a friendly live performer, as well as hand and digital puppets to create a spooky seasonal treat which is both magical and spooky in equal measure.

The **Wicked Witch Cafe** will be open during the day, where a suitably spooky selection of seasonal hot and cold drinks, food and confectionery will be available; and make sure you don't miss **Sir Scare-a-Lot**, our wandering happy haunt, who will mix and mingle with park guests and provide a unique photograph opportunity along with **Pink Hazel** after the show.

Daytime guests can also enjoy free entrance to **Hawkshaw Farm Park** to see a variety of animals after the show.

### **NIGHTTIME NIGHTMARES**

After dark, Scare Kingdom becomes a nightmare world, where terror lurks around every corner. Four all-new headlining scare attractions combine live scareactors, special effects, sounds and even smells to create a unique four-dimensional assault on the senses, plus our waltzer ride returns for its second year running along with The Ghost Train and Dastardly Dodgems (extra charges apply).

### **PREPARE TO BE SCARED!**

**Voodoo Bayou - The Ultimate SACRIFICE!** - Hidden in the deep Louisiana harvest, New Orleans aristocrat and legendary murderess, Delphine La Laurie continues her barbarous undertakings. After fleeing her blood soaked mansion in New Orleans, she is hell bent on rebuilding her horror house in

the zombie ridden bayou. You must venture through the swampy cornfield, avoiding the deathly glare of the Voodoo King, Baron Samedi towards an encounter with Delphine herself...

**Day of the Dead - Festival of Phantoms** - Corpses in an earthy bed will rise on the Day of the Dead... and you are invited to join the deadly dance macabre for a spirited celebration of Mexico's ancient horror-day. Navigate a twisting pathway through the spectral sites of Mexico's haunted past. Follow a ghostly glow through the Dumb Supper and into the Graveyard, and witness the wedding of two long lost lovers in this saunter through the spirit world.

**HMS Hell - Shipwreck of Souls** - Delve beneath the waves and board the creaking wreck of HMS Hellinor, a once celebrated ocean liner that disappeared into the Bermuda Triangle in 1913. Navigate the barnacle encrusted corridors and the rust ridden boiler rooms, but beware, the horrors of a horrific past still linger amidst the bloody seawater, in an unquiet underwater hell...

**Blood Bath II - The Meat Locker** - The terror of Blood Bath, our headlining 2009 attraction, returns for 2011, bigger than ever before. Descend into the blood soaked meat locker where Dr Cornelius Van Der Blood's maniacal minions continue in their diabolic pseudo medical-occult experiments. AtmosFEAR! Entertainment Group's largest ever indoor scare attraction is even more extreme than in 2009, combining tactile effects, claustrophobic environments, high theming and an intense culmination of twisted terror that will push you to the very limits of fear itself...

**The Cauldron, The Ghost Train & Dastardly Dodgems** - Stir up a storm on our whirling waltzer ride, ride The Ghost Train and jump aboard the Dodgems if you have the stomach for them! (extra charges apply).

#### **ADDITIONAL ENTERTAINMENT**

In addition to the headlining attractions, Scare Kingdom offers a variety of additional entertainment designed to ensure guests have an experience to remember; **LuciFEAR's Mirror** - Meet LuciFEAR, The Angel of Hell as he manifests in the magic mirror. **Street Theatre** - come face to face Professor Octavious Highgate, the crazed ghost hunter, Svenghastli the killer clown and endure an audience with **Bloody Mary** as you pass through her throne room at the entrance to the park. New for 2011 - **Bloody Mary's Bar** - recover from your experience in our licensed bar, serving hot and cold food, alcoholic and soft drinks (extra charges apply). Visit our new merchandise area for a scary souvenir programme, key rings, t-shirts and monstrous Scare Bears!

#### **BACKSTORY**

Scare Kingdom Scream Park is based on the mythical tale of Morbius Blackscar, the tyrannical self-proclaimed King of the Undead Realm, who has returned to his throne eight centuries after his kingdom was destroyed. Through Asmodeus' enchanted mirror, his legion of terror invades dreams, searching for twisted nightmares, which manifest in his new world; no longer Scar's Kingdom but Scare Kingdom - Live the Nightmare!

#### **OPENING TIMES & ADMISSION PRICES**

Daytime tickets allow entry to one 30 minute performance of Hocus Pocus, and one non-exclusive encounter with Sir Scare-a-Lot and Pink Hazel, plus the opportunity to use The Wicked Witch Cafe. Admission price £6 per person. Scary Face Painters are available at an additional cost. The park will be open for daytime admissions every day between Monday 24th October and Sunday 30st October, inclusive at 12pm and 2pm. Advance booking is essential. No discounts are available on daytime admission prices.

Evening tickets allow one timed entry to the park including admission into Voodoo Bayou, Day of the Dead, HMS Hell and Blood Bath II, plus the option to ride The Cauldron (at extra charge). Evening guests will also experience LuciFEAR's Mirror, Street Theatre and Bloody Mary encounters, and have access to our fully licensed Bloody Mary's Bar. Admission price varies on different dates, from £10.50

to £17.00 per person. The park will be open for evening admissions on from Friday 21st October - Saturday 5th November 2011 inclusive.

#### **WEBSITE**

[www.scarekingdom.com](http://www.scarekingdom.com)

#### **TICKET SALES LINE**

Ticketweb – 08444 77 1000

Tickets also available online through the Scare Kingdom website.

Advance booking is essential

#### **DISCOUNTED ENTRY**

Guests can register for discounted admission at [www.scarekingdom.com](http://www.scarekingdom.com)

#### **LOCATION**

Hawkshaw Farm Park.

(home of Mrs Dowson's Ice Cream)

Longsight Road,

Clayton le Dale,

Blackburn,

Lancashire.

BB2 7JA.

#### **PREVIEW NIGHT**

Members of the press and media are invited to join special guests on Friday 14<sup>th</sup> October for our Preview Night. For tickets, please contact Jane Willis at AtmosFEAR! Entertainment Group (see below), with your name, contact number and the name of your publication, TV or radio channel (if applicable).

#### **COMPETITIONS & PROMOTIONS**

We would be delighted to offer tickets and discounted entries to readers for press and media promotions, please contact Jane Willis at AtmosFEAR! Entertainment Group (see below).

#### **VIDEO TRAILER**

A video trailer giving a taste of the forthcoming park has been produced. This is available for embedding in websites with video compatibility, please contact Jane Willis at AtmosFEAR! Entertainment Group (see below).

#### **DIGITAL IMAGES**

A selection of images are available for press and media use, these can be obtained from Jane Willis at AtmosFEAR! Entertainment Group (see below).

#### **CONTACTS**

Jane Willis - PR & Communications Manager for AtmosFEAR! Entertainment Group

[jane@atmosfearuk.com](mailto:jane@atmosfearuk.com)

07952 394674

Scare Kingdom Scream Park

[www.scarekingdom.com](http://www.scarekingdom.com)

AtmosFEAR! Entertainment Group - Scare Kingdom Scream Park producers

[www.atmosfearuk.com](http://www.atmosfearuk.com)

0845 519 4271