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LEGENDS NEVER DIE: WINCHESTER MYSTERY HOUSE® RESURRECTS 'FRIGHT NIGHTS 2012'

BEGINNING SEPTEMBER 28

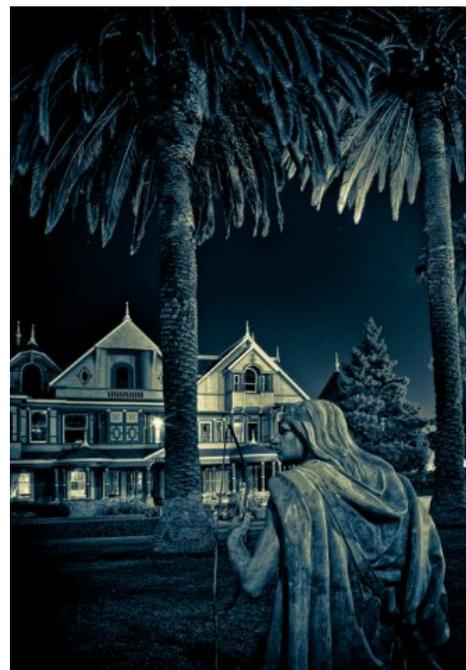
Listed as the Travel Channel's 2nd most haunted place, the Winchester Mystery House® award-winning, interactive, maze returns with new thrills and an updated flashlight tour more terrifying than ever

Pre-sale tickets now available for a limited time

SAN JOSE, CA, August 15, 2012 -- The award-winning Winchester Mystery House® attraction "[Fright Nights](#)" returns for a second year **kicking off on Friday, September 28, 2012**. The world-famous mysterious, rambling and reportedly haunted home of Sarah Winchester has more thrills and exciting additions to last year's award-winning Maze and Mansion tour.

Throughout September and October (see complete schedule below), the grounds of the Winchester Estate will be transformed into the world's most terrifying Halloween experience. Filled with haunted walk-through attractions, roaming scare performers, and nightmare inducing tales, "Fright Nights" will once again be an event visitors won't want to miss.

"We are excited to bring the Winchester Mystery House® 'Fright Nights' back to life for a second year," said Brett Tomberlin, President of Imagination Design Works. "To give visitors even more, we are stepping up the 40-minute maze by adding over 100 spine-chilling characters and surprises around



every corner. The Mansion 'Flashlight Tour' is also ramped up in a way that will shock and awe visitors."

CURSE OF SARAH WINCHESTER: THE RESURRECTION

Maze Length: 40 Minutes

Guests at Winchester Mystery House® "Fright Nights" will have the exclusive opportunity to experience the revamped "Curse of Sarah Winchester Maze" – an interactive, multi-sensory gateway between Heaven and Hell which will be opened exclusively for visitors of "Fright Nights." Reports have said, that for a lifetime, Sarah Winchester built and rebuilt her house to avoid a treacherous curse and to escape the legacy of death. Those who perished by the Winchester rifle seek revenge and are ready to torment souls.

Visitors find themselves trapped inside an estate that is empowered by the undead as they travel through the Corn Fields of Winchester Mystery House®, into the haunted ruins of the



family Graveyard and ultimately, to a showdown with Sarah herself as she presides over one of her infamous séances.

"WALK WITH THE SPIRITS" FLASHLIGHT TOUR

Tour Length: 35 Minutes

Tour the mansion as you never have before - on your own.

Since Sarah's death, millions of people have visited her home and many have reported sighting ghosts. Do the

phantoms Sarah communed with, or does perhaps Sarah herself, still lurk nightly in the maze-like corridors of the Winchester Mystery House®?

You'll tour the rambling, mysterious mansion with only the moonlight, a souvenir flashlight, and your imagination to provide illumination through the bewildering labyrinth of rooms and stairways.

EVENT DATES, TIMES, LOCATION AND ADMISSION:

WHERE: **Fright Nights at Winchester Mystery House®**
525 S. Winchester Blvd, San Jose, CA 95128
Phone: 408.247.2101

TICKET INFO: Pre-sale tickets from **Aug. 1 – Sept. 9: \$35 or \$50 VIP**
Two-pack tickets available at any Northern CA Costco from **Sept. 10 – Oct. 31:**
\$54.99

From **Sept. 28 – Oct. 14: \$40 or \$55 VIP**

From **Oct. 15 – Nov. 3: \$45 or \$60 VIP**

Tickets now available

WinchesterMysteryHouse.com/tickets

**VIP tickets include front of line access – Limited quantities available*

**Regular and VIP tickets include access to the Curse of Sarah Winchester Maze and Walk with the Spirits Flashlight Tour*

FRIGHT NIGHTS DATES AND TIMES

September 28-29 6:30pm – 12:00am	September 30 6:30pm – 11:00pm	October 7, 29, 30 6:30Pm – 11:00pm	October 14, 18, 21, 25, 28 6:30pm – 11:30pm
October 5, 6, 31 6:30pm – 12:00am	October 12, 13, 19, 20 6:30pm – 12:30am	October 26, 27 6:30pm – 1:00am	November 2, 3 6:30pm – 12:00am

Featured event partners and key sponsors include: [Ghirardelli Chocolate](#), [Dead Dog's Hot Dogs](#), [Psycho Donuts](#), [Monster Energy Drink](#), [Crystal Head Vodka](#), [San Jose State University](#), [Santana Row](#), [Costco](#) and [Togo's](#). **Media partner includes:** [94.9 The Wild](#).

EDITORS, PLEASE NOTE: High resolution “Fright Nights” photos are available upon request. For more information about Fright Nights, please visit www.winchestermysteryhouse.com/frightnights.cfm or contact Tarah Beaven at tarah@landispr.com/415.359.2306 or Jordana Heinke at jordana@landispr.com/415.359.2313.

ABOUT THE WINCHESTER MYSTERY HOUSE®:

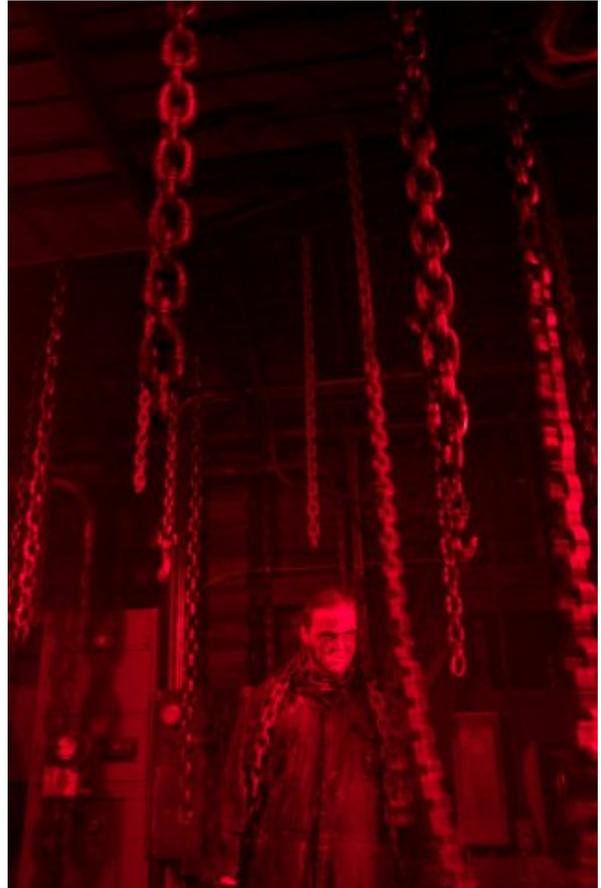
The Winchester Mystery House® is a California State Historical Landmark (#868) and was designed and built by Winchester rifle heiress, Sarah Winchester. The landmark is one of the top tourist attractions in the world and has recently been voted as #2 of the World's Most Haunted Places by the Travel Channel; The Scariest Locations In America #3, by HauntWorld Magazine; and #5 in the 10 Great Places To Get Spooked by USA Today. For more information about the Winchester Mystery House®, please visit www.winchestermysteryhouse.com or the official Winchester Mystery House page on Facebook: facebook.com/winchestermysteryhouse or Twitter: twitter.com/WinchesterHouse.

“Fright Nights” at the Winchester Mystery House® is produced in cooperation with Imagination Design Works (IDW). For information about IDW, please visit their website at: www.imaginationdesignworks.com.

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SINISTER STATS

- “Fright Nights” is a special ticketed event at the world famous Winchester Mystery House®. On select nights in September and October, the grounds of the Winchester Estate are transformed into Northern California’s most terrifying Halloween experience, filled with haunted walk-through attractions, intense scares, roaming scare performers, and nightmare inducing tales. Remember we do not build haunted houses...we are one!
- The Curse of Sarah Winchester Maze is 40 minutes in length, making it one of the longest haunted attractions on the West Coast.
- A total of 110 performers bring the Curse of Sarah Winchester Maze to life every night.
- The bell tower which chimes during the pre-show of “Fright Nights” is the same Sarah Winchester used in her nightly séances.
- The carriage in the pumpkin patch scene below Sarah Winchester’s bedroom is actually an authentic buggy which was owned by Winchester the rifle heiress.
- The graveyard you enter in the maze is actually a real pet cemetery. Make sure you pay your respects to Baron and Spirit.
- Five rooms you pass through in the Halloween Flashlight Tours are actually renowned for being haunted. Paranormal investigations were held in the Séance Room, Sarah’s Bedroom, Daisy Bedroom, Main Ballroom, and Basement by SyFy Channel’s Ghost Hunters and Travel Channel’s Most Haunted.
- If visitors look hard enough they will see Sarah Winchester’s recurring theme of “13” which was tied to her infamous home and also themed into various elements of the haunt.



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