

# NIGHTMARES

## FEAR FACTORY

NIAGARA FALLS CANADA

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

### **MEDIA INFORMATION – FOR IMMEDIATE RELEASE**

**Please retain for news/photos/life/business**

## **Lightening strikes twice for Nightmares Fear Factory!**

**For the Niagara Falls (Canada) haunted attraction lightening really does strike twice as their hilarious photos (“Fear Pics”) go viral on global media channels again this year, and garner international headlines and quotes such as “borderline genius” and “The Biggest Viral Campaign Of The Season” and “It’s the return of the Scare-Bros!”**

**Niagara Falls, ON, October 18, 2012** – Lightening strikes twice for Nightmares Fear Factory (Niagara Falls, Canada, near Toronto), as their hilarious hidden camera photos (seen on their website, Flickr feed and Facebook page) go viral on internet sites, news feeds, blogs, television programs and media channels world wide; including The Daily Mail UK (twice in 2012), NOWnews.com in China, BuzzFeed.com, TheChive.com, The San Francisco Chronicle/SFGate.com, CBC.ca/Strombo, CBSnews.com, Fox News Chicago, The Today Show (NBC), The Huffington Post (Canada and U.S.) and many more.

Nightmares Fear Factory director of marketing and social media Vee Papat states, “It’s something you hope for, but never expect to happen TWICE! It took us by surprise when it happened in 2011 around this time. We were hoping bloggers and media would pick up on our photos this fall and they have, starting as early as June, but we didn’t expect it to approach meme-like status again.”

In 2012, the activity started with media posting the “fear pics” as early as June in the UK, China and Spain, and then big spikes in August and September with posts on sites like AcidCow.com and TheChive.com and now traffic significantly increased in October with photo galleries and news stories on global media outlets in countries including the United States, England, Ireland, China, Spain, Croatia, Russia, Germany and Canada.

Nightmares Fear Factory is receiving thousands of shares, complements and comments streaming in on Twitter and Facebook channels and the number of views to their Flickr photostream has almost reached five million. Savvy marketers continue to praise their creative and skilled use of social media (Businessinsider.com and in the 2012 book by Unmarketing’s Scott Stratten “The Book of Business Awesome / The Book of Business UnAwesome”).

In 2011, it began when website BuzzFeed.com picked up the Nightmares Fear Factory Flickr photos and posted an article titled “Scared Bros At A Haunted House”.

First signs of activity started on October 6, 2011. By the end of the day daily traffic on the Nightmares Fear Factory website increased by over 10,000 percent, and the number of views to their Flickr photostream went from just 50 to about 2.5 million by mid-October.

**More...**

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Ultimately the photos went viral world-wide for weeks in 2011, achieving attention on media channels such as WebProNews, HubSpot, ABC News, HLN, The Tonight Show with Jay Leno, Canada AM, The Toronto Star, Global News, The Huffington Post, Live with Regis and Kelly and Good Morning America. Please refer to previous releases on the Nightmares Fear Factory website for more 2011 details.

For more information visit; [www.NightmaresFearFactory.com](http://www.NightmaresFearFactory.com).

### 2012 viral links to date include:

<http://www.dailymail.co.uk/news/article-2166264/Nightmares-Fear-Factory-catches-visitors-petrified-faces-hidden-cameras.html>  
<http://www.thesun.co.uk/sol/homepage/news/article4400137.ece>  
<http://www.theblaze.com/stories/the-5-most-hilarious-reaction-photos-from-a-canadian-haunted-house/>  
<http://www.nownews.com/2012/06/29/11622-2829501.htm>  
<http://www.contextonacional.com.ar/nota/79244/yquot%3bla-fabrica-de-pesadillasyquot%3b.html>  
<http://www.vesti-online.com/Vesti/Zanimljivosti/235859/Pogledajte-urnebesne-fotke-iz-kuce-straha>  
[http://www.mondo.rs/s250016/Zabava/Muzika/Dobrodosli\\_u\\_Fabriku\\_uzasa.html](http://www.mondo.rs/s250016/Zabava/Muzika/Dobrodosli_u_Fabriku_uzasa.html)  
<http://www.amusingplanet.com/2012/08/scared-visitors-of-nightmares-fear.html>  
<http://www.dreadcentral.com/news/58684/nightmares-fear-factory-proves-fear-funny>  
<http://creativegreed.com/hilarious-photographs-of-terrified-people.html>  
<http://acidcow.com/pics/37128-nightmares-fear-factory-part-2-50-pics.html>  
<http://thechive.com/2012/09/17/what-pure-genuine-terror-looks-like-30-photos/>  
<http://thedailyedge.thejournal.ie/house-of-horrors-funny-pictures-600859-Sep2012/>  
<http://imgur.com/a/hRhJg/>  
<http://thefw.com/haunted-house-faces/>  
<http://mfs-theresourcecenter.blogspot.ca/2012/10/back-by-popular-demand-nightmares-fear.html>  
[http://www.cbsnews.com/2300-504784\\_162-10014049.html?tag=mncol;lst:1](http://www.cbsnews.com/2300-504784_162-10014049.html?tag=mncol;lst:1)  
<http://www.buzzfeed.com/daves4/the-45-best-scared-bros-at-a-haunted-hause-of-2012>  
[http://www.funnyordie.com/slideshows/8136d5acb1/pictures-of-people-freaking-out-in-a-haunted-house-2012-edition?playlist=featured\\_pictures\\_and\\_words#slide9](http://www.funnyordie.com/slideshows/8136d5acb1/pictures-of-people-freaking-out-in-a-haunted-house-2012-edition?playlist=featured_pictures_and_words#slide9)  
<http://www.chron.com/news/gallery/Nightmares-Fear-Factory-50756.php>  
<http://www.sfgate.com/bayarea/article/Faces-of-fear-caught-on-haunted-house-camera-2321678.php#photo-1826375>  
<http://blog.thedaily.com/post/33717957546/the-nightmares-fear-factory-in-ontario-captures>  
<http://www.smosh.com/smosh-pit/photos/22-pictures-bros-freaking-out-haunted-house>  
<http://today.msnbc.msn.com/id/49417667/displaymode/1247?beginSlide=1>  
<http://netlore.ru/nightmare-fear-factory-2012>  
<http://www.businessinsider.com/scared-bros-at-a-haunted-house-2012-10?op=1>  
<http://giantlife.com/586485/haunted-haunted-faces-nightmares-fear-factory/>  
<http://www.gay.net/hot-topics/amazeballs/2012/10/17/don%E2%80%99t-be-scared-dude#slide-1>  
<http://www.cbc.ca/strombo/story-photos/images-of-the-day-dudes-freaking-out-at-a-haunted-house.html>  
<http://www.myfoxchicago.com/story/19848466/photos-halloween-faces-of-fear>  
<http://www.dailymail.co.uk/news/article-2219540/The-faces-fear-Notorious-Niagara-Falls-haunted-house-releases-embarrassing-photos-visitors-captured-mid-scream.html?ito=feeds-newsxml>  
[http://www.huffingtonpost.ca/2012/10/18/nightmares-fear-factory-\\_n\\_1975369.html](http://www.huffingtonpost.ca/2012/10/18/nightmares-fear-factory-_n_1975369.html)  
[http://www.huffingtonpost.com/2012/10/18/nightmares-fear-factory-haunted-house-photos\\_n\\_1980308.html?utm\\_hp\\_ref=comedy](http://www.huffingtonpost.com/2012/10/18/nightmares-fear-factory-haunted-house-photos_n_1980308.html?utm_hp_ref=comedy)

Nightmares Fear Factory is a walk-through haunted house attraction in the Clifton Hill tourist district in Niagara Falls, Canada (365 days a year, for 30 years). If you make it through, then you are a survivor. If at anytime you choose not to continue, you scream “nightmares” and something will escort you out, and then you are added to the “chicken list” (which is now over 118,700).

**More...**

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**For media information, interviews, media tours and images please contact:**

Laurie Lockhart

Publicist, GET THE MESSAGE Publicity

Tel: 416-988-2530 / Email: [publicity@getthemessagepr.ca](mailto:publicity@getthemessagepr.ca)

[Facebook.com/GETTHEMESSAGEpublicity](https://www.facebook.com/GETTHEMESSAGEpublicity) / [Twitter.com/getthemessagepr](https://twitter.com/getthemessagepr)

[www.getthemessagepr.ca](http://www.getthemessagepr.ca)

**For general information please contact:**

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