

NIGHTMARES

FEAR FACTORY

NIAGARA FALLS CANADA

www.nightmaresfearfactory.com

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Nightmares Fear Factory photos on CNN



The Niagara Falls (Canada) haunted house attraction continues to make headlines, as their hilarious photos (“Fear Pics”) are featured on world-wide media outlets including: The Daily Mail UK, BuzzFeed.com, CBC.ca/Strombo, CBSnews.com, The Today Show (NBC), The Huffington Post (Canada, U.S., Spain and UK), New York Daily News, RyanSeacrest.com, Now.MSN.com, MyModernMet.com, CBS This Morning, The Analytic Eye, The Toronto Star, FastCompany.com and CNN’s Newsroom with Don Lemon

Niagara Falls, ON, October 29, 2012 – Lightening strikes twice for Nightmares Fear Factory (Niagara Falls, Canada), as their hilarious hidden camera photos (their Flickr photostream has almost reached five million views) continue to attract international media attention world wide, and achieve headlines such as “borderline genius”, “The Biggest Viral Campaign Of The Season”, “It’s the return of the Scare-Bros!”, and “Best Halloween Ads Ever”.

Media coverage includes:

The Daily Mail UK, NOWnews.com in China, BuzzFeed.com, TheChive.com, The San Francisco Chronicle (SFGate.com), BusinessInsider.com, CBC.ca/Strombo, CBSnews.com, Fox News Chicago, The Today Show (NBC), The Huffington Post (Canada, U.S., Spain and UK), CP24 Breakfast, the New York Daily News, RyanSeacrest.com, Now.MSN.com, MyModernMet.com, CBS This Morning, TheAnalyticEye.com, Wired.com, The Toronto Star, FastCompany.com and, on Saturday, October 27, CNN’s Newsroom with Don Lemon.

Please note: See below for a list of 2012 viral links to date.

Nightmares Fear Factory director of marketing and social media Vee Papat states, “It’s something you never expect to happen TWICE! It took us by surprise in 2011 around this time, but we didn’t expect it to approach meme-like status again this year.”

Nightmares Fear Factory is receiving thousands of shares, views and comments streaming in on Twitter, Flickr and Facebook channels, and top marketing media continue to praise their skilled use of social media (Businessinsider.com, TheAnalyticEye.com, FastCompany.com and in the 2012 book by Unmarketing’s Scott Stratten “The Book of Business Awesome / The Book of Business UnAwesome”).

More...

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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 in the U.S. and now traffic significantly increased in October with photo galleries and news stories in countries including the United States, England, Ireland, China, Spain, Croatia, Russia, Germany, Japan and Canada.

For more information and previous 2012 and 2011 media releases visit;
www.NightmaresFearFactory.com.

The 2011 story:

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, and ultimately the photos went viral world-wide for weeks.

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.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://thehive.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.buzzfeed.com/daves4/the-45-best-scared-bros-at-a-haunted-haouse-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.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.dailyfoxchicago.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.com/2012/10/18/nightmares-fear-factory-haunted-house-photos_n_1980308.html?utm_hp_ref=comedy
<http://www.nydailynews.com/entertainment/haunted-house-hidden-camera-photos-gallery-1.1186495>
<http://www.opposingviews.com/i/gallery/image/gallery3jpeg-0>
http://www.huffingtonpost.es/2012/10/19/caras-de-susto-65-fotos-d_n_1985836.html
<http://fr.elle.be/Lifestyle/Cultur-ELLE/Maison-hantee-qu-ont-vu-ces-touristes>
<http://ryanseacrest.com/2012/10/19/twenty-haunted-house-horrors-best-scared-senseless-reactions-photos/>
<http://now.msn.com/haunted-house-scares-people-photo-gallery>
<http://www.mymodernmet.com/profiles/blogs/nightmares-fear-factory-haunted-house>
http://www.huffingtonpost.co.uk/2012/10/19/nightmare-fears-factory-haunted-house-visitors-photographs_n_1987065.html
<http://theanalyticeye.com/2012/10/life-after-viral-5-new-lessons-from-nightmares-fear-factory/>
<http://www.wired.com/rawfile/2012/10/nightmares/>

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<http://www.imaging-resource.com/news/2012/10/23/hilarious-photos-of-people-freaking-out-with-fear-at-a-halloween-haunted-ho>
<http://gossiponthis.com/2012/10/23/60-hilarious-photos-people-being-scared-death-haunted-house/>
<http://biosmonthly.com/contactd.php?id=2726>
<http://www.thestar.com/photos/article/1276599--see-how-it-looks-to-be-afraid-very-afraid>
<http://www.petapixel.com/2012/10/24/the-art-of-photographing-people-being-scared-out-of-their-minds/>
<http://www.kvue.com/home/Faces-of-Fear--175786691.html>
<http://bengnyexperience.blogspot.ca/2012/10/nightmares-fear-factory-and-viral-video.html>
http://www.fastcocreate.com/1681828/theyre-here-the-14-creepiest-funniest-best-halloween-ads-ever?utm_source=twitter&utm_medium=feed&utm_campaign=Feed%3A+fastcocreate%2Ffeed+%28Co.Create%29#1

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 118,900).

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

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For general information please contact:

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