

FOR IMMEDIATE RELEASE

Contact: **Emily Whalin**
(502) 744-7208
Emily@WhalinPR.com



DANGER RUN HALLOWEEN FUN LEADS TO PREMIER LOUISVILLE AREA HAUNTED ATTRACTIONS

Free gas, free food, free fangs, prizes and more in store for 17th year of ghost run road rally driving game

Louisville, KY— Danger Run[®], a Halloween driving game played in a car that leads to two of the scariest haunted attractions in the Louisville area, is gearing up for it's 17th season this fall.

A record crowd of nearly 15,000 participated last year in the game that's been called "The Most Fun You've Ever Had in Your Car[®]."

Participants solve a series of cryptic directions written as rhyming clues that lead to two of the area's scariest haunted attractions.

With the price of gas skyrocketing, every carload of four or more receives a \$10 Speedway gas card, which is estimated to cover the entire haunted adventure.

The object of the game is to complete the route with the fewest mistakes, determined by the accumulated mileage on your vehicle. Speed and time have no impact on the game. **New this year, the top fifty groups will compete in the Danger Run Finals. First and second-place prizes valued at over \$500 are awarded to the groups who win the Danger Run Finals.**

Danger Run takes place each year on the last weekend of September plus all full weekends in October. On any Friday and Saturday nights from September 23 through October 29 from 7 p.m. - 11 p.m., participants can start at one of three locations - Lowe's at 501 South Hurstbourne Parkway in Louisville KY; 6651 Dixie Highway in Louisville KY; or 1350 Veterans Pkwy in Clarksville, IN.

For just \$16.99 per person, Danger Run participants will get an entire evening of Halloween entertainment including admission to two haunted attractions (valued over \$35 per person), free food from DQ Grill and Chill, free fangs and a \$10 Speedway gas card for carloads of four or more.

-more-

"We strive each year to provide the highest quality event and best possible value for your dollar," said Joe Bulleit, Danger Run president.

Also new this year, Smartphone users who visit dangerrun.com can access haunt wait times, play trivia games and much more.

Why wait until fall for all the fun? Take a test drive now by playing the Virtual Danger Run game for free at www.dangerrun.com. Also, become a Danger Run Facebook fan at <http://www.facebook.com/DangerRun> and enter the Freebie Friday contests each Friday for a chance to win a variety of prizes including free tickets to the Danger Run.

"Danger Run is a really great, inexpensive Halloween attraction," said Jessica Elliot from Louisville, Ky. "For the price you pay to get into one local haunted house, you can spend an entire evening participating in an interactive Halloween attraction, and you even get free admission to two local haunted houses with your Danger Run admission. That alone saves each person in your group almost \$30. For me, Danger Run is something I'll look forward to doing as a tradition every year."

Tickets can be purchased online at www.dangerrun.com or at each starting gate. Student and military discount information is available on the website. For more information, visit www.dangerrun.com or call 1-800-771-9750.

###