



Press release

New spine-tingling Welcoming at this year's Scarefest

- Award-winning Scarefest runs 7th, 8th, 14th, 15th and 20th-31st October.
- New Scare Maze 'The Welcoming: Be Chosen' hints at new attraction for 2018.

Alton Towers Resort's award-winning Scarefest event is returning for 2017, promising to deliver more spine-tingling terror than ever before. This year, a brand new Scare Maze, ***The Welcoming: Be Chosen***, joins the terrifying line-up, set to not only be a petrifying experience in itself, but also providing a first glimpse into the Resort's new attraction for 2018, currently codenamed 'Secret Weapon 8'

The woods surrounding the village of Alton harbor a mysterious group, which until recent sightings were unseen by the modern world. Whispers around the village say that the group are angered by people abusing the world's natural resources and the rapid advance of technology. Every year the secluded group host a festival to celebrate their own interpretation of Halloween – paying homage to the earth and celebrating the crossover between the living world and the dead. The group have recently infiltrated the Alton Towers Resort and for the first time are allowing outsiders to celebrate with them. But what part will you ('the outsiders') play in this ritual?

Scarefest is the UK's biggest and best Halloween event for all ages and this year sees the return of award winning Scare Mazes from previous years: Sub Species: The End Games, Altonville Mine Tours and Terror of the Towers – as well as the spooky walkthrough experience for families with children aged 8+, House Of Monsters, introduced last year.

Spooktacular entertainment awaits for all ages, with the Alton Ancestors flashmob taking place throughout the day, and the park's own cast of silly spooks – the Freaky Four – performing energetic live shows perfect for younger guests. The park's rides and attractions also stay open until 9pm every single night, meaning visitors can enjoy the added thrill of taking on these breathtaking rides in the dark.

Scarefest 2017 will take place on 7th, 8th, 14th, 15th, and every day from 20th to 31st October at Alton Towers Resort. Visit altontowers.com/scarefest for more information and to book tickets.

More details about Alton Towers Resort's mysterious new development, coming 2018, can be found at altontowers.com/sw8

Prices & Information

- Scare Maze tickets start from £8, and can be prebooked at altontowers.com/scarefest
- The Welcoming: Be Chosen, Sub Species: The End Games, Altonville Mine Tours and Terror Of The Towers all have a strict 15+ age limit



- Theme Park tickets available from £32 for an adult and £27.50 for a child when booked online at www.altontowers.com 5+ days prior to visit
- Hotel stays start from just £130 per person per night based on 4 sharing on a B&B basis when booked online at www.altontowers.com

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Notes to editors

For more information or to obtain high res images please contact the Alton Towers press office on 01538 704475/701149 or email James.Gilmore@alton-towers.com/sian.alcock@alton-towers.com

About Merlin Entertainments plc

Merlin Entertainments plc is a global leader in location based, family entertainment. As Europe's Number 1 and the world's second-largest visitor attraction operator, Merlin now operates over 100 attractions, 13 hotels and 5 holiday villages in 24 countries and across 4 continents. The company aims to deliver memorable experiences to its more than 60 million visitors worldwide, through its iconic global and local brands, and the commitment and passion of its c.27,000 employees (peak season).

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