



**16th Annual Terror Behind the Walls Halloween Tours
Eastern State Penitentiary Historic Site
Fairmount Avenue between Corinthian and 22nd Streets
September TBD – October 31, 2008**

Massive Eastern State Penitentiary—a gothic, castle-like structure in Philadelphia’s Fairmount neighborhood—was once the most famous prison in the world. With stark towers and soaring fortress walls, Eastern State was designed to intimidate. Now the historic site is home one of the nation’s largest and most ambitious haunted attractions, *Terror Behind the Walls*. The event has been ranked the nation’s 6th best haunted by *America Online*, and called “perfect for Halloween” by *The New York Times*.

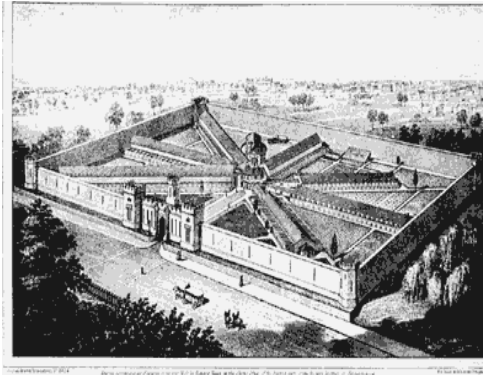
The penitentiary will add a brand new attraction for 2006: *Night Watch*. Visitors will explore *Night Watch* on their own, with flashlights in complete darkness, as their final experience in *Terror Behind the Walls*. Designed to be high-startle and low-gore, *Terror Behind the Walls* includes Hollywood-quality special effects and lighting, digital sound, animatronic creatures, and custom props.

Pricing Range: \$1,000 - \$4,000 depending on size of setup and date selection.

Attendance: Ranges from 2,000-6,000 per weekend

Demographics: High School & College Students, Young Adults

Time: Evenings



Contact:
Sharon Tice
Sponsor Philly Events
215 763 1200
sharontice@sponsorphillyevents.com