

**FOR IMMEDIATE RELEASE**

**SeaWorld’s Unleashes the Screams as Howl-O-Scream Returns with an All-New “Chilling” Haunt, Terror-tory, and Pathway Show**

*Guests should start warming up their vocal chords… it’s not called Howl-O-  
Scream for nothing!*

**Link to media:** [**https://seaworldparks.box.com/s/z8b7pzx7nhr04528r3ozth4940edcmfw**](https://seaworldparks.box.com/s/z8b7pzx7nhr04528r3ozth4940edcmfw)

**SAN ANTONIO, Tx. (September 5, 2023)** – Howl-O-Scream at SeaWorld is giving guests fair warning to warm up their vocal chords and be ready to scream this upcoming Halloween season. On select days from September 15th until the end of October, the park transforms into the biggest, scariest, and *screamiest* Halloween event in the state of Texas. With a chilling new haunt, a new eerie pathway show, and hair raising “terror-tories”, only the brave will survive after dark.

“Howl-O-Scream has been a Halloween tradition in San Antonio, and this year we’re giving guests even more to scream about,” said Roland Garcia, Vice President of Entertainment at SeaWorld San Antonio. “The lineup of haunts, terror-tories, and experiences keep getting bigger and better. It will be the *fear-good* event of the year!”

**Horrifying New Experiences Will Put Chills Up and Down Guests’ Spines**

As the sun goes down and the witching hour descends on the park, screams will emerge from the park’s all-new haunt, Bunny Bradley’s Ice Cream Shoppe… or should it be “I *SCREAM* Shoppe”?!? With a mortician for a father and a fascination with ice cream, it’s no doubt Bunny’s tastes are a bit off! Not your average sugar-coated ice scream shop, this new haunt lures in unsuspecting treat seekers and serves up an assortment of twisted and demented ice cream concoctions. Bunny Bradley entices guests in, but their chills will come from more than an ice cream headache. Innocent ice cream lovers will find themselves repulsed as they learn of twisted treats that have been sprinkled with “special ingredients” that could only come from the mind of the repugnant restauranteur.

The suspense and terror intensify this year as guests can experience the new Coleen’s Dollhouse, a photo opportunity where guests can pose with mysterious dolls with the hope that none suddenly come to life! Also new is Siren’s Song, a pathway show in The Water’s Edge terror-tory that will entice unsuspecting guests with their ominous singing and dancing. Guests making their way through Nightmare Midway, the park’s newest terror-tory, will be in a perpetual state of night terrors as a band of degenerates give them something to scream about.

Back and scarier than ever are returning haunt favorites including Milton Creek Manor, the Swamp at Blackwater Bayou, Zombie Horde, Dis-Assembly Line, and Atlantis-The Cursed Chasm. The pathways around the park aren’t safe from the scares as guests will encounter creepy creatures inhabiting seven different frightening terror-tories. Returning this year are Ripper Row, Zombie Zone, Vampire Point, SINdustry District, Blackwater Bayou, The Water’s Edge, and the new Nightmare Midway. The pathways are full of suspense and feature blood thirsty vampires, mysterious water creatures, terrifying zombies, dark bayou mutants, and a community of mysterious Victorian souls.

Howl-O-Scream also returns with the hair-raising Monster Stomp, a sinister song and devilish dance show that will wrap guests up in eerie murderous mischief, and features a live band, singers, and dancers!

**Not-So-Scary Halloween Fun**

Those not into frights can enjoy not-so-scary fun during the day starting September 14th at Spooktacular, SeaWorld’s kid-friendly event designed for the whole family! The not-so-spooky daytime fun includes a corn maze, in-park trick-or-treating, and the Sesame Street Halloween Parade! Available during both daytime and nighttime hours, Día de los Muertos celebrates a tradition close to the hearts of all in the South Texas region with sugar skull characters, traditional music, and an altar to honor those who have crossed over.

While parents enjoy the haunted thrills of Howl-O-Scream, youngsters are safe from the scares while playing games, crafting, and learning about animals at Spook-Camp-ular! Parents can drop off their little ones with SeaWorld camp counselors and they will steer clear of the scarier zones of the park. The evening will be filled with crafts and visiting sharks, stingrays, colorful fish, and dolphins on a private tour. Campers will be provided dinner and a snack. Camp hours are from 6pm until park closing and is for children ages six to twelve.

Guests wanting to experience the Howl-O-Scream sights but not the scary startles can purchase a No Boo Necklace. These colorful light-up necklaces are Halloween themed and notify scare performers along pathways and terror-tories to steer clear and avoid startle scares. Also new are fun interactive necklaces that react to guests’ environments by flashing and spewing an eerie watery mist!

**Best Way to Play**

The best way to experience Howl-O-Scream, Spooktacular, seasonal events, and all of the amazing animals and rides that SeaWorld has to offer is with the new 2024 Season Pass. For a limited time, guests who purchase a Season Pass will get unlimited admission for all of 2024, Aquatica (Texas’ best waterpark) for free, free parking and the rest of 2023 for free, all for only $89.99! For even more unbeatable benefits, guests can upgrade to a SeaWorld Annual Pass for as low as $7.99/month. With an Annual Pass, guests will enjoy 12 months of visits with special benefits like free parking, free guest tickets, access to special VIP events, savings on merchandise and more! Annual and Season Passes can be purchased at SeaWorldSanAntonio.com.

**About SeaWorld**

SeaWorld is a leading marine life theme park and accredited zoo and aquarium that provides experiences that matter while educating and inspiring guests of all ages to care about marine life. Welcoming millions of guests every year, the parks offer fun and enriching experiences from up-close animal encounters and year-round educational programs to award-winning marine-life themed rides and attractions, special events and exciting entertainment. For more than 60 years SeaWorld has advanced the conservation of marine life in and outside its parks through science, education, and exceptional animal care that is Humane Certified by American Humane and accredited by the Alliance of Marine Mammal Parks and Aquariums and the Association of Zoos and Aquariums. SeaWorld is one of the largest marine animal rescue organizations in the world, helping more than 40,000 animals to date. The SeaWorld Conservation Fund, a non-profit foundation established in 2003, has provided more than $20 million to nearly 1,400 organizations to advance critical research on every continent. A portion of park proceeds goes toward supporting these longstanding conservation commitments. SeaWorld parks are in Orlando, San Antonio, San Diego and Abu Dhabi, United Arab Emirates (UAE). SeaWorld is part of the SeaWorld Entertainment (NYSE:SEAS) portfolio of theme park brands. For more information, visit us at SeaWorld.com.

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**Media Contact:**

Chuck.Cureau@SeaWorld.com

210-842-4825