



**FOR IMMEDIATE RELEASE**

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**Navy Pier® Ushers in the Autumn Season with the Return of  
NAVY FEAR® - FROM ONE EXTREME TO THE OTHER!**

CHICAGO (October 3, 2007) -- Families are gearing up for another autumn season filled with frightfully fun Halloween thrills, chills and entertainment at Navy Pier's *Navy Fear – From One Extreme to the Other*. Now in its third exciting year, *NAVY FEAR®* has many \*new\* events and attractions in 2007. The delights and frights begin October 5th and continue all month long through October 31<sup>st</sup>. No matter your age, Halloween happens here!

\*New\* this year, Navy Pier's Pier Park has been transformed into *FEAR Park*. Try, if you dare, the haunted Halloween rides that are no longer quite the same as you remembered them. Listen to scary stories on the *Scare-Us Wheel* (Ferris wheel), challenge your friends at *Gross-Out Golf*, or take a spin on the *Grave (Wave) Swinger* or the *Galloping Ghosts* (Carousel).

Also \*new\* this year – enjoy *Friday Frights*. Beginning at 6:30 p.m. every Friday evening, visitors can watch unusual, extreme Halloween magic by Goth Illusionist Ron Fitzgerald; **participate in scream contests for a chance to win an 8-G iPod® Nano**; and enjoy a variety of live band performances. Scheduled bands include *Mini-Kiss*, the first and hottest littlest Kiss Tribute Band in the World; *X-Krush*, the Champions of Rawk; *80's Proof*, the Ultimate 80's Hair Band Tribute; and *The Play Doctors*, painfully good music. All these events will be held at the Navy Pier Bud Light Beer Garden Stage. Experience *Friday Frights* at Navy Pier through October 26<sup>th</sup>.

The festivities would not be complete without a \*new\* fireworks show illuminating those cooler autumn evenings. Enjoy a 10-minute display every Friday night in October at 9 p.m. with music set to spooky sounds and dark classical rock.

Let your little ones indulge in the kid-friendly fun of Halloween at *Ghostly Gardens*, a partially-covered outdoor environment filled with strolling entertainment, inflatable rides and games, variety shows, the *Eerie Express* train ride, *Monster Bash Musical Celebration*, face painting, temporary tattoos and more. General admission is \$9; Premium admission is \$16 which includes face painting, temporary tattoos and a 3-ride combo pass for *FEAR Park*. Both admissions allow re-entry to the ticket holders. This year, \$3 discounts are available with a coupon printed from [navypier.com](http://navypier.com).

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*Ghostly Gardens* is open to the public every Friday and Saturday from 11 a.m. – 8 p.m.; Sundays from 11 a.m. – 7 p.m.; Monday, October 8 from 11 a.m. – 7 p.m.; October 24<sup>th</sup>, 25<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup> from 11 a.m. – 7 p.m.; and Wednesday, October 31 from 11 a.m. – 8 p.m.

“As one of Chicago’s premier entertainment destinations, we are excited to be a part of the fun family tradition of Halloween,” said Marilynn Gardner, Navy Pier General Manager. “We are always looking to offer something new and different and, this year we have a variety of such activities for all ages to enjoy. Even dogs are a part of the Halloween scene. There truly is something for everyone!”

If you are looking for more intense thrills, challenge the ultimate extreme experience at *Demons of the Deep*, where the unknown lurks under a tented salvage compound at the east end of Navy Pier. \*New\* this year, you can choose your scare level with MILD (recommended ages 8 -12) or WILD (recommended ages 13 and older) frights. General admission is \$14; Premium admission is \$19 which includes a 3-ride combo pass for *FEAR* Park. Both admissions allow one-time entry only.

Coupons available only at [www.navy Pier.com](http://www.navy Pier.com) offer Buy One Get One FREE days October 5<sup>th</sup> – 14<sup>th</sup> or \$4 savings days October 19<sup>th</sup> – 31<sup>st</sup>. *Demons of the Deep MILD* is open to the public Friday, October 5<sup>th</sup>, 12<sup>th</sup> and 19<sup>th</sup> from 4 p.m. – 8 p.m.; Saturdays and Sundays from 12 p.m. – 8 p.m.; October 8<sup>th</sup>, 24<sup>th</sup>, 25<sup>th</sup>, 26<sup>th</sup> from 12 p.m. – 8 p.m.; and October 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup> from 4 p.m. – 8 p.m. *Demons of the Deep WILD* is open to the public Fridays and Saturdays to October 20<sup>th</sup> from 8 p.m. – 10 p.m.; October 26<sup>th</sup> and 27<sup>th</sup> from 8 p.m. – 12 a.m.; and October 28<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup> and 31<sup>st</sup> from 8 p.m. – 10 p.m.

Even man’s best friend is part of the fun! \*New\* this year, bring your leashed dog (rain or shine) to Gateway Park at Navy Pier to meet other dog lovers on October 14 from noon to 2 p.m. to participate in the *Navy Pier Outdoor Pooch Parade*. Navy Pier’s mascot, Patch the Pirate Dog, is inviting all of his four-legged friends dressed in their finest Halloween costumes, to join him in the Pooch Parade down Dock Street. US99 on-air personality Lisa Dent will serve as host and official judge of the costume contest. Prizes for the best-dressed winners include PETCO gift cards, Navy Fear tickets and Seadog Cruise passes. The Grand Prize winner will also be named honorary Seadog Cruise Mascot for the 2008 season.

For more information and details, visit our website at [www.navy Pier.com](http://www.navy Pier.com).

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