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30 SEASONS OF SCREAMS! NETHERWORLD HAUNTED HOUSE CELEBRATES THREE DECADES AS A LEADING FORCE IN IMMERSIVE HORROR ENTERTAINMENT

ATLANTA: For 30 years, [NETHERWORLD Haunted House](#) has helped define immersive horror entertainment in the United States, transforming Halloween in Atlanta into a nationally recognized, cinematic experience built on original storytelling, large-scale sets, and elaborate special effects. Since opening in 1997, the attraction has evolved from a seasonal haunted house into a year-round entertainment destination and one of the most influential names in the modern haunted attraction industry.

CREATING A NEW STANDARD FOR IMMERSIVE HORROR

Founded by film and television veterans Ben Armstrong and Billy Messina, NETHERWORLD was built around a simple idea: bring theatrical production techniques into walk-through horror environments populated by original characters and fully realized worlds. That approach helped establish the attraction as a leader in the field and set a new benchmark for scale, detail, and storytelling in haunted attractions.

FROM KENNESAW TO STONE MOUNTAIN: A 30-YEAR EVOLUTION

Since its early days in Kennesaw and its long-running presence in Norcross – where its towering outdoor sets became a familiar sight for thousands of drivers along I-85 – NETHERWORLD has steadily expanded in both scale and creative ambition. In 2017, the attraction relocated to its permanent home in Stone Mountain, marking a new chapter of long-term growth and development.

Today, NETHERWORLD operates from 1313 NETHERWORLD Way, an entertainment campus that supports seasonal haunted houses, five escape room adventures under Escape the NETHERWORLD, a Halloween-themed Midway experience, and the House of Creeps monster museum. What once began as a seasonal Halloween attraction has developed into a year-round destination.

“When we started NETHERWORLD, there was no blueprint for what we were trying to build,” said Billy Messina, co-creator of NETHERWORLD Haunted House. “Over time, it became clear we weren’t just creating a haunted house; we were helping shape an entire segment of the entertainment industry. That evolution has been driven by constant experimentation, collaboration within the industry, and a deep respect for the craft of theme-based storytelling and production design.”

1313 NETHERWORLD WAY: A NAMED LEGACY

The naming of NETHERWORLD’s street represents a rare civic distinction and a milestone in the attraction’s history. More than an address, it reflects the relationship between NETHERWORLD and Gwinnett County, and the role the attraction has played in shaping Atlanta’s experiential entertainment landscape. It stands as a lasting marker of the campus’s permanence and its evolution into a year-round destination for immersive horror entertainment.

INDUSTRY IMPACT AND LEADERSHIP

NETHERWORLD’s influence extends well beyond its attractions. Co-creator Ben Armstrong has consistently served in leadership roles within multiple industry associations and boards, and is widely recognized as a speaker, designer, educator, and writer within the haunt community. He has led seminars on haunted house design, production, and operations at major Halloween and themed entertainment conventions across the country and has been a featured writer for numerous haunt industry publications.

“What keeps NETHERWORLD relevant for this long is a constant commitment to pushing the craft forward,” said Ben Armstrong, co-creator of NETHERWORLD Haunted House. “We’ve been fortunate to contribute to an industry we care deeply about, whether through design, education, or sharing ideas with other creators. Seeing how the haunted attraction world has evolved over the years has been incredibly rewarding, and we’re proud that NETHERWORLD has been part of shaping that evolution while continuing to innovate here at home.”

Co-creator Billy Messina has also played an active role in advancing the industry. A founding member of the original Haunted Attraction Association, he served on the organization’s board of directors for several years and has worked alongside Armstrong to support industry collaboration, education, and growth.

Together, Armstrong and Messina have consulted on creative development, design execution, and large-scale attraction production, helping influence haunted attractions and immersive entertainment experiences across the country.

NATIONAL RECOGNITION

Over the years, NETHERWORLD has become a nationally recognized Halloween destination, earning coverage from major media outlets including CNN, “The Today Show,” “The Early Show,” The Travel Channel, BuzzFeed, Parade, O, The Oprah Magazine, The Wall Street Journal, and USA Today. The attraction has also received consistent acclaim from leading industry publications such as Hauntworld Magazine, Fangoria, and Dread Central, regularly ranking among the most acclaimed haunted attractions in the country.

Its reputation has drawn over a million visitors from around the world, including horror fans, industry professionals, and celebrity guests such as Jennifer Lawrence, Margot Robbie, Janet Jackson, Usher, Woody Harrelson, Slash of Guns N' Roses, Ludacris, Iggy Azalea, and many cast members from “The Walking Dead,” underscoring the attraction’s status as a cultural and Halloween institution.

LOOKING AHEAD TO THE 30TH SEASON

As preparations continue, this year's experience will serve as a celebration of NETHERWORLD’s expansive history, bringing forward a curated mix of returning characters, iconic storylines, and immersive worlds that have defined the attraction’s legacy. While full details of the haunted attraction themes will be announced in the coming months, guests can expect a season built around nostalgia, evolution, and new creative surprises drawn from across its archive of original work.

NETHERWORLD will open for the season on Sept. 18–19, return Sept. 25–26, and continue Oct. 2–4, 6–12, before opening nightly beginning Oct. 14 through Nov. 1. The season will conclude with a final opportunity to scream on the weekend of Nov. 6–7.

Additional details regarding 2026 themes, ticket information, and special programming will be announced in the coming months. Interviews with NETHERWORLD Co-Creators Ben Armstrong and Billy Messina are available upon request.

About NETHERWORLD Haunted House: Created in 1997 by Billy Messina and Ben Armstrong, veterans in the film and television industry, NETHERWORLD is Atlanta's most popular self-guided, dark attraction featuring two haunts and a Halloween-themed Midway. Recognized as one of the most highly acclaimed haunted houses in the world, NETHERWORLD is known for its over-the-top special effects, award-winning make-up, elaborate costuming, skilled stunt actors, and unusual themes. Since relocating to Stone Mountain in 2017, NETHERWORLD has expanded its offerings to include five year-round escape games, known as Escape the NETHERWORLD, as well as a monster museum called House of Creeps. Over the years, NETHERWORLD has garnered local and national attention from media, including CNN, “The Today Show,” “The Early Show,” The Travel Channel, BuzzFeed, Parade, O, The Oprah Magazine and The Wall Street Journal and has been voted the top haunt in the nation by publications such as Hauntworld Magazine, Dread Central, Fangoria and USA Today. NETHERWORLD’s innovative horror experiences and attractions continue to draw generations of thrill-seekers eager to see what new nightmares have been unleashed. For more information, visit www.fearworld.com or call 404-999-FEAR. Keep up with all things spooky by following NETHERWORLD Haunted House on [Facebook](#) and [Instagram](#).

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