



FOR IMMEDIATE RELEASE...

October 8, 2026

GWINNETT COUNTY PROCLAIMS OCTOBER 13 NETHERWORLD HAUNTED HOUSE DAY

In Honor of 30th Anniversary Celebration - Recognizes Three Decades of Creativity, Innovation and Spine-Tingling Entertainment



Gwinnett County officials present a proclamation recognizing October 13, 2026, as NETHERWORLD Haunted House Day in honor of the attraction's 30th anniversary. The proclamation was presented during the Gwinnett County Board of Commissioners meeting on Oct. 6, 2026. Photos courtesy of NETHERWORLD (left) and Gwinnett County Government (right).

ATLANTA: [NETHERWORLD Haunted House](#) is celebrating a major milestone as the Gwinnett County Board of Commissioners has officially proclaimed **October 13, 2026, NETHERWORLD Haunted House Day** in honor of the attraction's 30th anniversary. The proclamation was presented during the Gwinnett County Board of Commissioners Oct. 6 meeting, recognizing NETHERWORLD's three decades of creative innovation, its contributions to the local community and regional tourism.

"We're incredibly grateful to Gwinnett County for recognizing NETHERWORLD's 30th anniversary and for giving us a place to grow for nearly three decades," said Armstrong, co-founder of NETHERWORLD Haunted House. "We were young when we started, and it took time to find our footing, but the county was always there to help us grow the right way. We're proud that something that started here now draws visitors from across the country and beyond, and we couldn't have done it without the support of this community and our fans."

Founded in 1997 by Ben Armstrong and Billy Messina, NETHERWORLD began as a roughly 4,000-square-foot haunted attraction in Kennesaw that welcomed approximately 19,000 guests during its inaugural season. Over the past 30 years, the attraction has grown through locations in Kennesaw in year one, followed by Norcross before opening its permanent Stone Mountain home in 2017.

Today, NETHERWORLD operates on 10 acres and has evolved into a year-round entertainment destination featuring seasonal haunted attractions, five immersive escape rooms, and the House of Creeps Monster Museum. More than 75,000 guests visit NETHERWORLD each season, with approximately 500 employees joining the team during peak operations.

The proclamation also recognizes the creative team behind NETHERWORLD, including artists, designers, fabricators, performers, and special effects professionals responsible for bringing more than 400 animatronics and special effects, more than 4,000 unique costume pieces, and hundreds of original masks to life.

"From the beginning, we've always wanted NETHERWORLD to be more than a haunted house. We wanted to create a place where artists, builders, performers and storytellers could come together to make something truly unique," said Messina, co-founder of NETHERWORLD Haunted House. "Seeing how that vision has evolved over 30 years, and knowing that generations of fans continue to come through our doors, is incredibly rewarding. We're proud of what our team has built and excited to keep pushing the boundaries of what a Halloween experience can be. It's been an incredible journey, and we're grateful to everyone who's been a part of it."

October 13, 2026 is officially NETHERWORLD Haunted House Day in Gwinnett County. The proclamation recognizes NETHERWORLD's longstanding presence in the region and its role in drawing visitors from across the Southeast and beyond, contributing to the vibrancy and economic vitality of the community.

Photos and videos from the proclamation, along with interviews with Armstrong and Messina, are available upon request.

For more details on NETHERWORLD Haunted House, please visit www.fearworld.com. NETHERWORLD Haunted House is located at 1313 NETHERWORLD Way, Stone Mountain, GA 30087. Contact NETHERWORLD at 404-999-FEAR.

About NETHERWORLD: Created in 1997 by Billy Messina and Ben Armstrong, veterans in the film and television industry, NETHERWORLD is Atlanta's most popular 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 makeup, 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](#), [Instagram](#), and [X](#).

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