



CONTACT:

Zack Zinser/248-670-0142

Jennifer Foster/586-212-3122

Zack@CatalystMediaFactory.com

Jennifer@CatalystMediaFactory.com

FOR IMMEDIATE RELEASE

Sept. 23, 2021

**NEW MULTI-MILLION DOLLAR IMMERSIVE HORROR
EXPERIENCE AT ELOISE ASYLUM OPENS OCT. 1**

Two levels of high-tech terror are the future for haunted attractions

WESTLAND, Mich. – One of America’s most haunted locations, Eloise Asylum, has awakened this Halloween season—transformed. Beginning Oct. 1, the infamous Eloise Asylum opens for the first time as a high-tech haunted attraction, offering the bravest scare-seekers two new terrifying walk-through, state-of-the-art, fully immersive haunted experiences at a truly haunted venue.

With cutting edge production technology and more than 30,000-square-feet of horror-themed immersion, Eloise is paving the way to the future for haunted attractions and Halloween events across the globe.

“This Halloween season, Eloise Asylum offers guests the feeling of being in a real-life horror movie,” said John Hambrick, Owner and Developer, Eloise Asylum. “No expense has been spared to create this haunted attraction and deliver that experience to all who dare to enter.”

THE FUTURE OF FEAR IS HERE

Trembling guests begin their journey through Eloise at “Eloise Asylum” on level one of the Kay Beard Building, also known as “Building D.” It simulates the experience of a patient being admitted to the Eloise Asylum, and includes a tour of the property and getting up close and personal with treatments happening there. Sub Level 1, the second attraction, is in the basement of the same building is what happens when experimentation doesn’t quite go as planned on patients from the upstairs being used as test subject for a nuclear experiment.

To create the immersive and terrifying experience that envelopes visitors, some of the entertainment industry’s top set designers, including those who worked on high profile, complicated shows, such as Taylor Swift and Katy Perry’s world tours, were brought into Eloise. Set designers spared no attention to detail and spent more than 12 months building sets from the ground up, including individually molding hundreds of pair of feet in the morgue, including from longtime television reporters Andrea Isom and Jennifer Ann Wilson.

“Many haunts rely on the cloak of darkness and save some cost on props,” said Matt Herzog, Owner and Operator, Eloise Asylum, “At Eloise, we actually want thrill-seekers to see our sets and all the detail in them. We’re using light in many innovative ways to highlight different aspects. We’re also using shadows to make you think twice about what you think you saw.”

HIGH-TECH HORROR ON THE CUTTING EDGE

The asylum has integrated two of the world’s 20 Cold Spark Pyrotechnic Simulators within its haunted attractions. These machines are extremely rare. This new technology produces a cold spark that is safe, odorless and emits a low smoke output, while still delivering a shockingly entertaining display.

Eloise boasts the use of Advanced Projection Mapping Technology within its haunted attractions to make the horror experience happening all around to appear eerily real. Projection Mapping Technologies have been used and popularized by theme parks and attractions like Disney and Universal Studios, as well as modern art exhibits like the Immersive Van Gogh Exhibit.

“It’s like a haunted art museum, but we also encapsulate traditional haunt tactics and sprinkle some extra magic into it,” said Jay Kays, Director of Operations, Eloise Asylum. “I encourage all guests to prepare to be scared like at a haunted house.”

TICKETS AND OPERATION HOURS

The immersive haunted attraction is open Friday, Oct. 1 through Sunday, Nov. 7. More than 100 courteous event staff and professionally trained scare actors will man the event nightly. This walk-through horror experience is expected to last 35-40 minutes for each guest. Tickets can be purchased online at EloiseAsylum.com.

Tickets are \$40 each and include access to both of the immersive experiences. VIP tickets also are available for \$65. Year round historical and paranormal tours resume after Nov. 7.

SCREAM FOR A CAUSE

A portion of the proceeds from ticket sales will be donated to the [Samaritas Family Center](#) located adjacent to the grounds of the Eloise Asylum. Samaritas Family Center is a partnership of Samaritas and Wayne County, offering emergency shelter for homeless families. The center welcomes two-parent families, single mothers or fathers with children and also pregnant women.

ELOISE’S HISTORY

The Eloise Asylum was the largest asylum in the U.S. and the first to perform lobotomies. Procedures were carried out in the tunnels of the vast hospital grounds. After Eloise closed, vials containing bits of brains from the lobotomies and general brain study were discovered in rooms adjacent to the tunnels.

The asylum originated in 1839, when Michigan’s Wayne County purchased 1,000 acres of land for \$800 in what was then Nankin Township, later renamed Westland; the site was chosen because it was far away from the city. There they built the Wayne County Poorhouse.

In 1894, the site was renamed Eloise, after the young daughter of a Detroit postmaster. By 1934, the population of “inmates” at Eloise numbered 8,300; about 50 percent of them were individuals dealing with mental illness. Inmates or “patients” often brought their own mattresses in order to be housed there.

It was a formidable place; during its decaying and demolition period, curious visitors and workers at the site were convinced that the dead wept and walked within those wretched grounds. Eloise’s last patient left in 1979, and Eloise officially closed in 1981.

About Eloise Asylum

Eloise Asylum is located at 30712 Michigan Ave., Westland, Michigan. For more information, visit www.EloiseAsylum.com or on Facebook (TheEloiseAsylum) or Instagram (EloiseHauntedTours).

###