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VIRTUAL HELL SET TO ATTRACT OVER 4,000 VISITORS IN OCTOBER

Graphic, reality-based tour depicts consequences of adult and teen choices.

AUSTIN – Five years after making its debut in Austin, *Virtual Hell*, a graphic and all-too-real tour that depicts the consequences of wrong choices, is set to usher over 4,000 visitors through its doors during a three-week stint that begins on October 8 and concludes on Halloween night.

In order to maximize the effect of the tour, only five to eight persons at a time are admitted through a 20-minute maze of re-enacted, reality-based vignettes that are guaranteed to ‘scare the hell’ out of even the most hardened, haunted house/horror flick connoisseurs, according to Ricky Poe, the leader of a 300-member youth ministry at PromiseLand Church, the organization overseeing the event.

“*Virtual Hell* is not like most Halloween-related activities a person would typically attend, because what you’ll see in these rooms are actual depictions of situations that occur in real life. This is not make-believe. This stuff happens everyday! Whether you are 15-years old or 45-years old, what you’ll experience when you walk through these doors can’t help but profoundly impact you, because there are absolutely eternal consequences for the choices we make.”

As visitors pause at each scene along the tour, they are confronted with the sights, sounds, and smells of real-life scenarios being acted out by a cast and crew of over 100 people, on a set that cost over \$10,000 in production and building fees. This year’s script calls for scenes that include: an abortion, a drunk driving accident, a school shooting, a domestic violence incident, and a suicide attempt. Throughout the tour, visitors will be assailed with prevailing themes like drugs, alcohol, prostitution, AIDS, and extreme violence and anger. Poe says that each year, such themes and incidents, are getting more and more prevalent in the lives of teens and young adults.

“We keep doing *Virtual Hell* year after year,” says Poe, “because we have documented cases of kids telling us that after going through the tour, they decided to keep their baby, or they decided not to kill themselves. Is *Virtual Hell* shocking? Absolutely! Is it dramatic? Yes, purposely so . . . because real life for kids in these same situations is a hundred times more frightening and tragic than we could ever make them in these acted-out scenes. Our goal is to show them the worldly and eternal outcomes of their bad choices, and to then offer them an ultimate, alternative solution to each crisis portrayed. We offer them hope.”

Virtual Hell will be performed at 1504 East 51st Street (across from the runways at the old Robert Mueller Airport) on Friday, October 8, from 7 p.m.-midnight; October 9, 15, 16, 22, 23, 28, 29, and 30 from 7 p.m.-midnight; and on Halloween night, October 31, from 7 p.m.-midnight. Admission is \$10 per person, with discounts available for groups of 20 or more. Tickets may be reserved by logging onto the *Virtual Hell* website at www.virtualhell.net, and then paid for upon arrival at the event. For more information on *Virtual Hell*, call 512-458-6301, ext. 221.

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