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SCREAM-A-GEDDON

Schifino Lee creates branding and advertising for Tampa Bay's Newest Horror Park

Tampa, FL. (September 28, 2015) – Tampa Bay's newest horror park is opening on September 25th bringing frightful nights to serious thrill-seekers. Scream-A-Geddon was voted by *USA's Best Haunted Houses* as the "Best New Haunt of 2015" because of its Hollywood-level special effects and interactive elements in the 60-acre forest park outside of Dade City. And the Tampa advertising agency Schifino Lee collaborated to make it happen.

The new attraction's management company, Point Summit, held a highly competitive selection process to choose their advertising agency. Schifino Lee offered a creative branding and media-driven campaign to create awareness and drive ticket sales. The horror-filled campaign attracts Tampa Bay's adventurers with strikingly gory images of monsters, famous criminals, and clowns. Schifino Lee even branded the park by creating its name and logo.

Schifino Lee also produced Scream-A-Geddon's radio and outdoor advertisements. Radio spots feature manic scripts of horrified guests on their journey, including high-pitched screams and grumbling monster voices. Images of screaming zombies fill the blood-stained outdoor advertisements.

"We are thrilled to launch this new attraction in Tampa Bay," said Amanda Adams, Account Manager of the Scream-A-Geddon project at Schifino Lee. "It's been a fun and exciting campaign to work on, and we look forward to making it a Halloween tradition for years to come."

The Scream-A-Geddon horror park also features carnival games, food and drinks including beer. The attraction will be running on select nights through November 1, 2015. For ticket information and more, visit: <http://www.screamageddon.com/>. Follow Scream-A-Geddon on Facebook and Twitter for updates.

About Schifino Lee:

Schifino Lee is a national branding agency with a proven track record for building brands through integrated communications in digital, traditional, experiential and social media. Schifino Lee clients include Westshore Pizza, WellCare Health Plans, Tampa's Lowry Park Zoo, Gerdau, M.E. Wilson, Vigo Importing/Alessi, and The Bank of Tampa. Information is available at www.schifinolee.com.