

Enter If You Dare: Prison Island's Horror Story Brings A Haunted Prison Experience to London This Halloween

For a limited time only, the ghosts of former prisoners return as Prison Island transforms into the ultimate immersive Halloween team challenge.



Think you're brave? This Halloween, Prison Island is putting London to the ultimate test as **Prison Island's Horror Story** comes to life after dark, **beginning on 16 October**. For a limited time and on select dates only, once the clock strikes 7PM, the ghosts of the prison's past return after dark as teams have to battle their way through physical, mental and strategic challenges, all while trying to survive the night. The special event also marks one year since Prison Island first launched in London, making it the perfect way to celebrate its anniversary.

Tickets are now available via Fever's app or website at <https://prisonisland-london.co.uk/>.

Brought to life by immersive entertainment specialists **Make It Now** and co-produced with **Fever**, the global live entertainment platform, Prison Island transforms for Halloween into a haunted world where guests become part of the story.

Starting October 16, on exclusive nights only, darkness falls and eerie sounds haunt the halls of Prison Island as ghosts of the prison's past return to their cells. The question is no longer whether you can beat the cells, but whether you can beat the horror.

This is much more than a traditional haunted house. Beyond the prison doors, more than 30 cells offer different tests of strength, strategy, speed and skill. Teams of two to five players have 60 minutes to choose their own path to victory, moving cell to cell and deciding which challenges they want to take on. Every challenge earns points, every decision shapes the experience, and every team has the same goal: beat as many cells as possible to climb the leaderboard. But during Horror Story, the cells are no longer the only thing teams have to worry about.

Bringing a new layer of storytelling to **Prison Island Horror Story** transforms the prison from a place of competition into an immersive world of supernatural encounters. Teams will need to think fast and work together because when the ghosts arrive, only the bravest will survive.

Horror Story Highlights:

- **The Prisoners Have Returned:** Ghostly prisoners roam the prison, appearing when teams least expect them and bringing the story of Prison Island's Horror Story to life after dark.
- **Cells After Dark:** The cells remain intact, but a sinister new atmosphere descends upon the prison as multiple senses are activated with dimmed lights and frightening sounds.
- **Survive the Night:** Teams must rely on communication, strategy, and memory as they attempt to conquer the challenges while faced with unexpected, ominous barriers.
- **New Night, New Horror:** No two nights are the same as live performers and unscripted encounters take center stage. You never know what, or who, you might see

next.

- **Limited Time Only:** Prison Island's Horror Story is a limited-time transformation, meaning guests may only enter the haunted prison while the ghosts are still roaming... at their own risk,

Three Weekends To Put Your Bravery to the Test

Your chance to enter the haunted prison is limited as Prison Island's Horror Story will take over London for a limited time only.

October 16-17 7PM until 11PM.

October 23-24 7PM until 11PM.

October 28-31 7PM until 11PM.

Prison Island's Horror Story is ideal for friends, corporate teams and team-building events, offering an experience beyond a traditional Halloween night out. Set to roll out globally this October, audiences from London to Mexico City will have the chance to not just watch a horror story, but instead, be part of one.

Gather your fearless friends, choose your team, and prepare to enter a haunted prison like never before.

Information:

- **Location:** 5-7 Hornsey St, London, N7 8GA
- **Duration:** 60 minutes
- **Recommended Age:** 16+
- **Tickets:** Available exclusively through the [Fever app and website](#).
- **Website:** <https://prisonisland-london.co.uk/>
- **Visual Assets:** Available for download [here](#).

About Fever

Fever is the world's leading tech platform for live entertainment and culture, inspiring over 300 million people last year to discover the best experiences across more than 55 countries. With a mission to democratize access to culture and entertainment in real life, Fever inspires users to enjoy unique experiences and events — from immersive exhibitions and sports to interactive theatrical performances, museums, concerts, and festivals — while empowering its partners with data and cutting-edge technology to develop and expand new experiences worldwide.

Contact details

Press Department
press@feverup.com

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