

## FOR IMMEDIATE RELEASE

Relive Halloween Horror Nights 365 Days a Year with *Horrors Untold*, an Unending Immersive Story of Fact, Fiction, and Puzzles

Orlando, FL – November 8, 2023 – Just in time for the chilling season, October 30th marked the release of a groundbreaking addition to the horror genre: *Horrors Untold*, a collaborative masterpiece that intertwines fact, fiction, and interactive gameplay. This innovative book is set to captivate Halloween Horror Nights fans, Universal Studios enthusiasts, horror aficionados, theme park-goers, and puzzle lovers alike.

Produced by the talented team at LumiNarrative, including Marc N. Kleinhenz, Dan Hatfield, and story consultant Jamie Nash, *Horrors Untold* promises to be a thrilling ride through the eerie and unexplained events that suddenly surround Central Florida. This unique narrative blends a factual guide to Halloween Horror Nights Orlando with an original tale of paranormal activities, interwoven with intricate puzzles designed to engage and intrigue readers.

The design and formatting, brilliantly crafted by Maggie Ryel, along with illustrations by Elena Maria Sanchez, bring to life the spine-tingling atmosphere that horror fans crave. Puzzle enthusiasts will find their skills tested through challenges devised by Mairi Nolan and Rebecca Kirby, adding an interactive layer – and providing a series of narrative payoffs – that sets *Horrors Untold* apart from other books in its genre.

This isn't just a book – it's an experience, a perfect companion for those who seek to unravel mysteries and immerse themselves in the supernatural world of Orlando. Whether you're a devoted fan of Halloween Horror Nights or someone who revels in the thrill of a good ghost story, this release promises to deliver chills and excitement in equal measure.

“The decision to do something so unusual and potentially revolutionary came from the effort to replicate the sense of immersion that theme parks offer millions of visitors every year,” explained co-author and creative lead Marc N. Kleinhenz. “By placing you in the middle of a story while learning all about the ins and outs of Halloween Horror Nights Orlando's lore, history, and growing influence in the haunt industry – and, furthermore, by having you enmeshed in a series of challenging puzzles that require you to fold pages backwards or write on them or, even, cut them out – it transforms the book into a visceral experience. *You* are at the very center of the narrative, which brings the horror home in a wholly different way.”

“What is truly striking about this project,” continued Dan Hatfield, owner of LumiNarrative, “is the sheer amount of time and effort that went into producing *Horrors Untold*. It took us more than a year of full-time research and writing to individually craft the 320 pages contained within our book. When you hold it in your hands, it's immediately clear that this is an unparalleled accomplishment, created by passionate theme park fans and veteran HHN visitors. Simply put, you've never seen anything quite like this. And with the support of our readers, we hope this is the first of many projects brought to life by LumiNarrative.”

Special acknowledgments go to Seth Kubersky and Hunter Fagan, whose contributions were invaluable in bringing this project to fruition.

Don't miss your chance to explore the depths of *Horrors Untold* and become a part of this eerie adventure. The book is available for purchase now at [www.horrorsuntold.com](http://www.horrorsuntold.com).

For more information, to request review copies, or to schedule an interview with the creative team, please contact:

marc@luminarrative.com

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### **About the Contributors**

Marc N. Kleinhenz and Dan Hatfield have brought their expertise in immersive experiences and passion for horror storytelling to create this unique narrative. Co-written by Xandra Hardigree and with contributions from Jamie Nash, design by Maggie Ryel, illustrations by Elene Maria Sanchez, and puzzle design by Mairi Nolan and Rebecca Kirby, *Horrors Untold* is a testament to collaborative creativity and innovation in the horror genre.

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