

Rosedale Center Welcomes a Terrifying Tenant: Haunted Basement

The Twin Cities' subversively scary theater experience will be open in time for Halloween

MINNEAPOLIS, MAY 30, 2019 – Halloween is still months away. But the troupe of actors, designers and artists behind the Twin Cities' most menacing seasonal attraction – [Haunted Basement](#) – are already plotting how to scare the wits out of visitors in their new home at Rosedale Center.

Haunted Basement's 20,000+ square-foot installation will be located in the southeast corner of the mall's lower level, in a space vacated by Herberger's in 2018. Construction is happening in the space now, and the installation will be open to the public at the end of September through the first weekend in November.

"It's a big growth spurt for us," said Sarah Salisbury, production director for Haunted Basement. "This being our thirteenth year, we thought we'd test our boundaries as teenagers and try something bigger and scarier than years past. When we were approached by Rosedale, we thought this is the perfect opportunity to continue our tradition of artist-driven horror, just a little bigger than usual."

Not your grandma's haunted house, Haunted Basement is an interactive experience based on absurdist psychological horror. The artist-created theatrical performance, in years past, has only been for adults 18 and older, where IDs and a signed waiver have been required. This year's basement will feature a few different options for under-agers, including lights on tours (known as 'Fraidy Cat Tours) and a no-touch haunted experience, in addition to the hands-on experience that made the Haunted Basement what it is today.

Tickets to all of the Haunted Basement activities will go on sale online August 1st at hauntedbasement.org. A limited number of walk-up tickets will be available for purchase for each activity nightly.

While the edgy themes, sets and characters change each year, the Haunted Basement experience is always intense and often unpredictable. In the past, visitors were warned they might get dirty, may need to crawl, could have their faces stroked – and could even

find themselves in a confined space with something horrible. But never fear, all spaces are ADA accessible.

“I can’t wait to see – or hear – our guests’ reaction to Haunted Basement,” said Sarah Fossen, director of marketing and experience at Rosedale Center. “Halloween is now the second biggest holiday after Christmas, and we know that people are looking for experiences more exciting than bobbing for apples.”

According to a survey from the [National Retail Federation](#), 175 million Americans said they planned to celebrate Halloween. In 2018, average spending on the holiday was nearly \$87 per person, with a total retail spend estimated at \$9 billion.

About Rosedale Center

Rosedale Center is centrally located between the Twin Cities of Minneapolis and St. Paul. Rosedale Center is a 1,218,861 square foot shopping center featuring 160 retailers including AMC Theatres, JCPenney, Macy’s, Rose & Loon, Von Maur, and first-to-market food hall, Revolution Hall. Rosedale Center attracts more than 14 million visitors annually and is rated a top shopping destination in Minnesota. For more information on stores, events, and programs, please visit rosedalecenter.com.

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About Haunted Basement

Merging artist-created environments with a diverse range of performance styles, the Haunted Basement is an interactive experience focused on absurdist psychological horror. Hailing from the depths of the Soap Factory and into its own non-profit arts organization, the Haunted Basement is radically inclusive providing an array of year-

round educational opportunities, group workshops, individual training, peer guidance and mentorship.

Thirteen years ago, a volunteer discovered a creepy Basement, which became a yearly tradition for Halloween fans, mutating and growing each time. Artists and performers clamored to add their twisted imagination to its dark corridors. What emerged was the Haunted Basement.

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