

# To Hell and Back at The London Dungeon

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The London Dungeon has unveiled its most macabre experience to date – Traitor: Boat Ride to Hell. Opening just in time for Easter and set to scare people to the depths of their soul, this hair-raising ride taps into man's most deep seated primordial fears – and turns our worst nightmares into reality.

The victims of Traitor: Boat Ride to Hell will brave pitch black tunnels, terrifying sound effects which emulate a deep pulsating heart beat, a sudden backwards plummet, a close shave with a huge gleaming axe blade and numerous other horrors.

As part of their research during development of the ride, London Dungeon conducted a nationwide survey of over 2,000 people to find out exactly what it is that brings fear to even the bravest of people. Darkness, unexplained noises and the thought of being alone ranked highly and are all incorporated within the new ride.

Visitors are ushered aboard by the Dungeon Keeper and almost immediately plunged into near total darkness, the only illumination coming from a few faintly flickering candles. As their journey continues they will hear Gregorian-style chanting, and here and there gruesome, tortured figures will be picked out by flickering strobe light.

The boat suddenly lurches to a halt and then begins a faltering climb, spinning through 180 degrees as the chanting is replaced by horrific moans and groans and then a deep, throbbing heart beat. Their faces will be brushed by cobwebs and they'll experience terrifying thunder and lightning effects as the sound grows and a giant, gleaming axe-blade swings across their path. After completing their turn, they'll be hurtled backwards towards that axe-blade, and provided they survive that hazard, will then be confronted with more terrible spectacles of brutally executed prisoners.

Ride designer, Alban Oliver is responsible for turning our nightmares into reality, comments, "The entire concept of the ride was to develop the UK's scariest family attraction and I feel that I have definitely succeeded. The most exciting part of designing rides is hearing and seeing people's enjoyment of them and in this case it would definitely be reflected in the screams."

The London Dungeon brings more than 2,000 years of gruesomely authentic history vividly back to life ... and death as you delve into the darkest chapters of our grim and bloody past, recreated in all its dreadful detail. Traitor: Boat Ride to Hell is the newest addition to the London Dungeon joining already established shows such as Jack the Ripper, The Great Plague, The Great Fire of London, Medieval Siege, a unique Wicked Women exhibition and plenty more.

The Dungeon, situated beneath London Bridge station on Tooley Street, was first opened in 1975 and is now a world renowned attraction welcoming more than 750,000 visitors every year.