

**SCARE for a CURE**  
**Organization Background & Fact Sheet**



<b>Overview</b>	<b>SCARE for a CURE</b> is a volunteer-based non-profit organization in Austin, Texas, that raises money for local cancer charities, "one SCREAM at a time." Each year our creative team produces Austin's only extreme, full contact, interactive haunted house adventure, guaranteed to chill the depths of your soul. Now located in West Austin overlooking Lake Austin and the beautiful Texas Hill Country, SCARE for a CURE continues its reign of terror with H1Z1: ZOMBIE WASTELAND. Are you ready?
<b>Date Founded</b>	2006
<b>Co-Founders</b>	Jarrett and Norma Crippen
<b>Headquarters</b>	815-A Brazos Street, #498 Austin, Texas 78701
<b>Contacts</b>	<b>Press Contact: <a href="mailto:pr@scareforacure.org">pr@scareforacure.org</a></b>  General Information: <a href="mailto:generalinfo@scareforacure.org">generalinfo@scareforacure.org</a>  Volunteers: <a href="mailto:volunteer@scareforacure.org">volunteer@scareforacure.org</a>  Donations & Sponsorships: <a href="mailto:sponsor@scareforacure.org">sponsor@scareforacure.org</a>
<b>Web Site</b>	<a href="http://www.scareforacure.org">www.scareforacure.org</a>
<b>Board of Directors</b>	Jarrett Crippen, President; Norma Crippen, Vice President; Susan Pratt, Secretary; Becca Paley, Treasurer; Debbie Cerda, Nora Evans, Matt Pinsonneault, Paul Sicard, Edwin Wise, Board Members At Large
<b>Partners</b>	<b>Sponsors</b> for 2010 to date include Richard Garriott, Alamo Drafthouse Cinema, and Austin Film Fleet. Our <b>2010 charity partner</b> is Breast Cancer Resource Centers of Texas (BCRC), which will receive all net proceeds from the ticket sales.
<b>Volunteers</b>	SCARE for a CURE's haunted house is planned, built, and performed entirely by volunteers. <b>Nearly 300 volunteers</b> logged <b>over 12,000 volunteer hours</b> for our 2009 haunted house. Our 2009 crew included teams from Austin Art Institute, Austin Sunshine Camps and Texas School for the Blind and Visually Impaired/Criss Cole Rehabilitation Center.
<b>Images</b>	Images are available for publication, and will be added to the media backgrounder soon. In the meantime, please feel free to email <a href="mailto:pr@scareforacure.org">pr@scareforacure.org</a> for assistance with photos.

## **SCARE for a CURE History**

The story of SCARE for a CURE really begins long before our organization was formed, in a place called “**Britannia Manor.**” From 1988-1994, Austin game developer **Richard “Lord British” Garriott** established a well-earned reputation for his iconic Britannia Manor. The event, which for a few weeks transformed Garriott's west Austin home into a full-on terrifying interactive adventure, was dubbed “the most elaborate, most engaging Haunted House ever done” by The Haunted Report ([www.hauntedreport.com](http://www.hauntedreport.com)). After Britannia Manor closed its doors in 1994, many of its volunteers carried Garriott's ideas as well as their own sky-high production values and enthusiasm to Austin's Wild Basin Wilderness Preserve. There they operated Wild Basin's **Haunted Trails** as a fundraiser from 1996-2005.

Between 2006 and 2007, while those volunteers were resting up after the last Haunted Trails, something important happened: Veteran Britannia Manor and Haunted Trails volunteer Robin McShaffry introduced them to **Jarrett and Norma Crippen**. McShaffry says, *“In 2007, Jarrett asked me if I knew anyone who would be into building a haunted house with him. I told him I thought I could help him out with that, since I was still on the email list for Haunted Trails and still in touch with the many, many friends we made at Britannia Manor. Once you have scared the wits out of people together, there remains a very strong bond! All of us came together like chocolate and peanut butter.”*

Crippen, an Austin police detective and self-professed comic book geek, was already raising funds for charity by means of a small but elaborate “haunt” in their own back yard. The Crippens co-founded SCARE for a CURE as a non-profit organization dedicated to raising funds for charity, “one scream at a time.” According to Norma Crippen, *“My passions are giving back to the community, volunteering for good causes and helping others, even if it means facing my fears. My husband Jarrett, on the other hand loves Halloween; it's his favorite holiday. Every Halloween for as long as we've been married, Jarrett had built some sort of maze in our front yard for the neighborhood kids, or dressed up as the scariest monster on the street. SCARE seemed like a good compromise for us: I let him build haunted houses as long as we can charge admittance with net proceeds going to local charities. In 2005 our Halloween party turned into a 3,000 sq. ft. haunted house that wrapped around every inch of our yard from front to back. We raised \$3,500 in our back yard and SCARE for a CURE was born.”*

Under the leadership of the Crippens and a community-based board of directors, SCARE for a CURE has grown and prospered, raising \$5,000 to support breast cancer recovery in 2007 and \$10,000 in 2008 for scholarships awarded to four students affected by cancer. Proceeds from the 2009 event were used to make a record-breaking \$15,000 donation to the Breast Cancer Resource Centers of Texas. By 2009 the organization had outgrown its previous space and was looking for a new venue. According to Jarrett Crippen, *“Our event this year is so terrifying, so spectacular, that we had no choice but to find a location equally steeped in myth and legend!”* In a move that brings us full circle, SCARE for a CURE and its respected creative team now inhabit a new site on Richard Garriot's west Austin property not far from the original Britannia Manor.

## **SCARE for a CURE: Zombie Wasteland**

Save yourselves! The Zombie Apocalypse is a fresh memory and humankind lost. Your job now is to find Sanctuary and rebuild civilization. Do you have the courage and wits to survive, or will the world belong to the zombies forever?

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Volunteers have already begun construction at 7400 Coldwater Canyon Dr, and performances will take place October 14-16, 21-23 and 29-31, 2010.

Guests can expect a unique experience as they are guided through an interactive haunt. No two groups have the same experience, as the decisions and actions of each group affect the outcome. When asked what sets SCARE for a CURE apart from other haunted houses, Jarrett Crippen explained, *“Imagine a theater performance that takes place across 26 stages in 3-minute acts and includes audience participation, built entirely by volunteers and benefitting cancer charities. Put it all together and you have more than a haunted house—you have a fear-filled adventure worthy of its Britannia Manor and Haunted Trails roots!”*

### **Charities**

This year’s beneficiary of net proceeds for SCARE for a CURE’s haunted event is the **Breast Cancer Resource Centers of Texas (BCRC)**. BCRC provides a caring network of breast cancer survivors to answer questions and provide support. Their certified patient navigators provide one-on-one support for women with breast cancer from the time of diagnosis all the way through recovery, addressing their treatment options, insurance issues, and any other questions they may have. Additional services offered by this grassroots organization range from a lending library to various support groups. Barb Formichelli, BCRC’s Director of Marketing and Events Development, had this to say about the selection of their organization as the 2009 recipient: *“The Breast Cancer Resource Center is honored to be one of the benefiting charities for SCARE for a CURE once again. This event is such a wonderful example of teamwork and community involvement, and has become bigger and better every year. We look forward to working with Norma, Jarrett, and their incredible volunteers—what a great way to wrap up Breast Cancer Awareness Month!”*

### **About Jarrett Crippen**

Jarrett Crippen was born and raised in Austin, Texas, where he has been employed by the Austin Police Department as a patrol officer, detective, and instructor. He has completed numerous schools and seminars on leadership and communication skills including the West Point Leadership Academy and the public speaking seminar Say It Loud, and his talents serve him well as the face and voice of SCARE For A Cure. Jarrett and his wife Norma founded SCARE for a CURE, a non-profit organization that got its start in the Crippens' back yard. In 2007, Jarrett—a self proclaimed comic book geek—was selected as a cast member in Stan Lee’s SciFi Channel reality show, Who Wants to be a Superhero. He won the competition and was proclaimed the world’s next great superhero! He routinely travels to cities around the country to appear as “The Defuser,” but his favorite stops are Austin area elementary schools, Boy/Girl Scout events and church groups. Jarrett is always looking for ways to educate children about how to be heroes in their own communities.

### **About Norma Crippen**

Norma Jean Crippen is co-founder and vice president of SCARE for a CURE, and vice president of executive recruiting and client services at Mary-Margaret Network. Her 20-year career in recruiting spans various industries ranging from software entertainment (video games) to finance and high tech. She spent six years at legendary game developer Origin Systems and six years at Dell Financial Services before going independent and joining the Mary-Margaret Network in 2005. Norma is a member of several local art museums and enjoys volunteering at local art events. SCARE was created for her passion to give back to the local community.

## **About Richard Garriott**

Space explorer, award-winning computer game developer (Ultima series, Ultima Online), entrepreneur, philanthropist, adventure traveler—they all describe the amazing career of Richard Garriott. The son of a NASA astronaut and a professional artist, Garriott's lifetime has been filled with adventure and success in nearly every corner of the Earth and beyond. In October of 2008, Richard realized a lifelong dream to travel to space when he launched aboard a Russian Soyuz TMA-13 spacecraft to the International Space Station and became the sixth private citizen to fly in Earth's orbit. In doing so, Richard became the first second-generation American in space, following the same path of his father Owen Garriott, who completed two space missions in his NASA career. He is now chairman of Space Adventures, Ltd. From 1988-1994 Garriott's Britannia Manor was famously the most elaborate haunted house in the country.



## **SCARE for a CURE presents H1Z1: ZOMBIE WASTELAND**

### **Event Details**

**Dates & Times:** Thursday, October 14, 7:30-11:00 p.m.  
Friday, October 15, 7:30-midnight  
Saturday, October 16, 7:30-midnight  
Thursday, October 21, 7:30-11:00 p.m.  
Friday, October 22, 7:30-midnight  
Saturday, October 23, 7:30-midnight  
Friday, October 29, 7:30-midnight  
Saturday, October 30, 7:30-midnight  
Sunday, October 31, 7:30-midnight

**Location:** 7400 Coldwater Canyon Dr.  
Austin, TX 78730

**Tickets:** Regular Admission: \$20  
Red Level Admission: \$25\*

Tickets are available online or at the door. ***This event is not recommended for children under 12 years of age.***

\* Red Level Admission provides an experience that is more extreme, more physically challenging, more intense, and much more fun for those who are ready for the extra challenge.