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(Photo Courtesy of The San Francisco Dungeon)

THE SAN FRANCISCO DUNGEON TO BAN UGLY PEOPLE STARTING THIS MAY

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SAN FRANCISCO (May 2018) – The unsightly beware: The San Francisco Dungeon has resurrected the historic San Francisco “ugly law” and issued an official ban on ugly people from entering the attraction. Those deemed “ugly” will be turned away to the streets while their more attractive companions are welcome to enjoy the ultimate live action journey through the Bay Area’s murky past.

Known for uncharacteristically insulting and offensive branding, the attraction has done it again by opting to enforce the controversial non-defunct ordinance. Originated in 1867, the law was created in response to a proliferation of beggars and vagrants on the



streets. It stated anyone deemed an “unsightly or disgusting object will not be allowed to enter an establishment or public place.”

“It is frankly appalling that someone would think to resurrect such a profoundly offensive law from a time when discrimination and bigotry were openly tolerated,” said every serious historian everywhere. “The San Francisco Dungeon should be ashamed of itself.”

Although San Francisco pioneered the law, other cities followed suit including Omaha, Nebraska, New Orleans, Louisiana, Cleveland, Reno, Nevada and Portland, Oregon. The law was most recently repealed in Chicago in 1974.

“Over the years, San Francisco shied away from the segregation of ugly people. To that we say, ‘Pshaw!’ That’s why we’re reviving it so we can eliminate unsightly folk from our establishment. We may be banning the ugly, but it could be worse—we could be fining them, too,” says Dalia Goldgor, general manager, The San Francisco Dungeon, referencing a Chicago ordinance from 1881 which imposed fines on the ugly.

ABOUT THE SAN FRANCISCO DUNGEON

[The San Francisco Dungeon](#) is the ultimate live action journey through the city’s murky past where the audience is part of the show. This is the first attraction of its kind in North America, bringing to life the stories of the Bay Area from the last 100 years with a full theatrical cast, special effects, gripping storytelling, 360-degree sets, an underground boat ride and the city’s only underground drop ride, Escape Alcatraz. The San Francisco Dungeon is fully-ADA accessible and located at Fisherman’s Wharf at 145 Jefferson Street next to Madame Tussauds San Francisco. The attraction is open 365 days a year. Find on Facebook, Instagram and Twitter: @TheSFDungeon and www.YouTube.com/User/TheSFDungeon

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