

For Immediate Release

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THE UNFUNNY CONSEQUENCES OF A MISLEADING SURVEY TARGETING CLOWNS

A new survey claiming 40% of small children are terrified of clowns may lead to industry-wide unemployment

CHAPEL HILL, NC (August 29, 2019) – The Fathers Against Scary Stuff (FASS), a non-profit established by the Sweet Dreams Council to advance the cause of a good night’s sleep, publicly announced Tuesday the findings to its survey of 1,200 three-year-olds and their feelings towards clowns. The findings claim that 40% of small children are “terrified” of clowns, while 33% are scared of clowns, but only in the dark.

“We believe innumerable children have been scared by these so-called ‘funny’ apparitions,” said I.M. Silly, a FASS spokesperson. “How do they all fit in that little car, anyway?”

Despite being in the business of laughs, The Clowns Cars of America Association (CCAA), is unamused by the findings of the unscientific survey. After reviewing the survey, the CCAA has found the techniques used by FASS to conduct the survey unreliable. The claims made by survey are invalid because of its failure to avoid participant priming and biased sampling. The CCAA considers the defamatory survey to be part of the Sweet Dreams Council’s propaganda.

"It's obvious that the FASS survey can only be a tactic used by the Sweet Dream Council to demonize our community," said Mr. Fun Ny, a CCAA director and chairman. "They know they'll get more business if parents think clowns are the reason their kids can't sleep, even though, they know that's completely untrue."

Since the FASS survey was published, CCAA internal reports show a 28% decrease in projected clown car sales during the upcoming year, which may be a symptom of growing clown unemployment. Over two-thirds of clowns are independent contractors who do not receive a steady income and rely on events, predominantly children’s birthday parties. Though the clown stereotype promoted by the Stephen King film, "It," was also untrue, the clown unemployment rate has not yet recovered from the 17% drop it suffered after film premiered in 2017.

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“During the unemployment crisis sparked by “It,” we saw that parents really bought into the whole ‘clowns are evil’ bit and stopped hiring them for birthday parties,” said Dr. Chuck Les, professor of economics at Circus State University. “When money is tight people stop buying luxury items, like clown cars. And money becomes tight when jobs are scarce. So, what the CCAA clown car sales projections indicate is another big jump in clown unemployment.”

About CCA:

CCA is the largest clown car manufacturer in North America located in Raleigh, North Carolina. The company serves over 300 million car dealerships across the United States and Canada.

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