as the Main St. Zombie March returns to Old Town Newhall

It's dusk on Main Street in Los Angeles' Santa Clarita Valley. In the beautiful Old Town Newhall district, all around you law abiding citizens are going in and out of shops, carrying the day's groceries and heading to their cozy suburban homes for an idyllic evening with the family.

Off in the distance, you hear a low moan. As the moan becomes louder, you see a wave of human shapes coming toward you. Back lit by the autumn sunset, their identities are masked, but when the shambling army comes into view, you realize, horrified, that there is something very wrong with them.....

They are walking dead and they are after living flesh.

Or, maybe it's just Brave New World's Main Street Zombie March! Join the award winning comics and pop culture superstore, Saturday, October 27th, for their annual Main St. Zombie March. The MZM, as the event has come to be known, is a fundraiser and canned food drive to benefit the Santa Clarita Valley Food Pantry, whose mission it is to alleviate hunger throughout the area.

How the Main Street Zombie March came about is a story in itself, and the staff of Brave New World is excited to have been asked to bring the undead to downtown Newhall once again. "The success of previous year's events have been so overwhelming!", says Portlyn, the Brave New Proprietress. "We've been thrilled to donate over 3 tons of food to the SCV Food Pantry, and are really looking forward to seeing what our zombies will donate this year."

As everr, zombie participants are required to register for the event, as well as sign a standard waiver of liability and pick up a copy of the 'Zombie Code of Conduct'. In exchange for their registration and donation, each participant will receive a $5 wooden nickel to spend at Brave New World and giveaways from SkyBound Entertainment, the company responsible for the runaway hit comic book and television series', The Walking Dead, and a wrist band good for discounted admission to Heritage Haunt in historic Hart Park. Registration for all participants will begin at 2pm on the 27th, at Brave New World. For zombies who may not have perfected their undead ensembles, students from the Joe Blasco Professional Make-up Artist Training Centers will be on hand to help you craft that uncanny undead look that is all the rage among the freshly reanimated. Make-unders are first come/first zombified, for an additional donation to the Food

Pantry. Official sponsors for the event include SkyBound Entertainment, the City of Santa Clarita's Old Town Newhall Association, and Heritage Haunt.

Promptly at dusk on October 27th, or 6:30pm for those who are a little less spooky, registered zombie participants will begin their shambling, shuffling, undead journey from the safety of Brave New World, south down Main St. Only to return to Brave New World Comics, at the corner of Lyons Ave. and Chestnut St., for Some Enchanted Evening: ZOMBIE PROM, featuring local undead bands and goodies ranging from brains to cupcakes, as well as Zombie Prom portraits with AutumnRain Photography. Along the way, participants are encouraged to be on the look out for zombie friendly businesses in Old Town Newhall, and local witnesses are encouraged to line the streets of Old Town to watch the parade of pretend carnage.