

**FOR IMMEDIATE RELEASE**

## **PROM NIGHT OF THE LIVING DEAD**

A Night to Dismember

Toronto, Canada – Director Richard Pierre and writer Eric McDonald announce production of a new comedic horror film, **Prom Night of The Living Dead**, in conjunction with CineCoup Canada with an expected release date of winter 2013.

The demographic for this cross between 'Shaun of the Dead' meets 'Mean Girls' film is 15-25 year old horror film buffs. It is expected to play the film festival circuit and hopefully garner a spot in the TIFF midnight madness line-up. Media attention will be sought from horror genre critics, magazines, and film festivals.

**Prom Night of The Living Dead** is about a socially awkward teen, Kat, trying to win the heart of her dream boy, Nick. With prom not far away, Kat finds out she has to fight the most popular girl in school, Bianca, for Nick's attention. Deciding the best way to win Nick's heart is to remove Bianca from the equation; Kat cooks up a lab experiment to knock Bianca out. When the potion accidentally turns Bianca and the rest of their class into zombies, Kat, her best friend Liz, and Nick escape the prom to find a cure and save their class so the rest of the town doesn't find out.

Richard B. Pierre is a multiracial filmmaker who has directed over a dozen short films that have screened worldwide. He received the Naish McHugh Award for Emerging Filmmaker at the 2011 Toronto Urban Film festival. His first interactive short film FAR FROM THE HEART was nominated for a 2012 Golden Sheaf Award. Most recently he was named a ReelWorld Film Festival 2012 Emerging 20 Filmmaker.

Writer Eric McDonald has worked in television and film for nearly ten years he started out his film career as a sound technician and picture editor. Realizing that he would much rather be telling stories, Eric started to write original short films, television pilots and feature length films. His film "Opposites Attack" has shown on the festival circuit worldwide.

<http://www.cinecoup.com/prom-night-of-the-living-dead>

<http://www.cinecoup.com/prom-night-of-the-living-dead/hype-it>

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