

The background of the image is a dark, atmospheric scene. A large, bright full moon is visible in the upper left quadrant. To the right, a large, gnarled tree trunk or branch dominates the foreground. The overall tone is dark and mysterious, with a blueish-grey color palette.

# The Manchester Monster Mardi Gras

THE UK'S FIRST  
HALLOWEEN PARADE

**In the summer of 2009 a charity Zombie Walk was held in Manchester. Thousands of people showed up for the event, some from all over the world, and it attracted media attention globally. The event happened again for Halloween in 2009 and coincided with a Horror Film Festival. Both events were massive successes.**

**It proved to me that there is a huge demand for Halloween related events.**

**On the 31<sup>st</sup> October 2010 the UK's first ever Halloween Parade will be held in Manchester City Centre. Run by the organisers of nationwide charity organisation, ZOMBIE-AID.**

**The event will bring an expected 2,000 participants.**





# USA

**New York City has held a similar parade/ event for over 37 years. Each year it gets bigger and attracts people from all over the world.**

**Americans have turned Halloween into a massive holiday, bigger than Christmas in many ways. Its sees communities come together and people of all ages and backgrounds unite and have a little harmless fun. Disney Theme parks have annual Halloween parades**

**The UK is catching up with the US when it comes to celebrating Halloween. Each year supermarkets dedicate more of their time to pushing the holiday. Its only a matter of time before Halloween is as big here as it is there.**

# MANCHESTER

The parade will start and end at the Printworks Manchester. The Printworks is Europe's largest urban nightlife centre, with restaurants, nightclubs, ODEON and much more. It attracts 10,000,000 visitors a year.

The parade will consist of pedestrians only in the first year, and grow into a parade with floats and more in following years.

The council are supporting this parade and are excited that Manchester is the first UK city to embrace this idea.

The event will be supported/ sponsored by local/ national business's.



# YOUR ROLE

We are looking for Schools, groups and organisations, families, individuals to take part. As this is a pedestrian parade this year no vehicles are allowed. We would like walking floats.

Your group could have a theme. . . Superheroes, Vampires, Zombie Roman Army. You could carry banners or large parade puppets.

A £2 donation would be required from each person with all proceeds going to charity. The Christie and Manchester Carers centre

All details will be on the website (currently in development) in 2 weeks

[www.manchesterhalloweenparade.co.uk](http://www.manchesterhalloweenparade.co.uk)



# ZOMBIE-AID THE CHARITY SINGLE

In October 2010, Zombie-Aid will release a double A-Side charity single with the aim of reaching Halloween number 1.

Every year the nation gets excited about the Christmas number 1. The Halloween Number 1 gimmick is quirky and original.

As little as 5,500 sales can get us into the UK top 40!

It can be pre ordered NOW at [play.com](http://play.com), HMV digital and 7 digital. Type in Zombie-Aid

If we manage this feat we will break records, make music and world history AND start a new Halloween tradition that will be followed by countries throughout the world.





# CONCLUSION

As the UK constantly plays catch up with American traditions and trends it's a matter of time before some other UK city decided to take the title of HALLOWEEN CITY, and Manchester is in a perfect position to take the title.

Children all over the world love Halloween, Trick or Treat, Ghoulish stories, fancy dress. Halloween has evolved over the past few years, it's no longer looked at as a pagan holiday but a time for dress up and parties. A stunning time of year before the long cold winter arrives. By embracing this festival and Holiday we can start something new and extra day of celebration in Manchester. Something new and exciting. The popularity of this holiday is growing year by year.

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