



Midnight Mares Toys Gallop Into Columbus for MLP TrotCon Panel

July 18, 2015

July 18, 2015 - PRESSADVANTAGE -

Columbus, Ohio-Popular animated endeavor closes out successful crowdfunding campaign on Kickstarter with appearance at Ohio's Pony Fandom & Western Animation Convention.

The Midnight Mares phenomenon continues to gain momentum as it enters the last few days of its Kickstarter fundraising campaign. The creator of the eagerly anticipated toy line and animated series, C. Allan Gann, is hosting a TrotCon Mane Events panel on Friday at 5:30 PM. He will be sharing updated information about the evolving universe of Terra Steed, the Castmares, and the Kickstarter campaign, which ends on Monday, July 20.

"The fans we see at My Little Pony and other pop culture conventions are truly inspiring," says Gann. "We are excited to be able to offer them toys and an accompanying animated story that is multi-layered and will appeal to followers of all types. TrotCon provides an amazing opportunity to interact with people on a personal level."

Fan engagement has driven the development of the Midnight Mares storyline from its conception to the

launch of the funding campaign on Kickstarter in June. Gann has stated that the personalities and activities of fandoms such as Brony, Pegasisters, and Steampunk cosplay inspired him to create a story that reflects the light and dark sides of the emotional experience of growing up, set in a universe based on ancient mythology. The initial character animation commissioned by Gann was artfully completed by Duo Cartoonist of YouTube fame; the original Midnight Mares teaser trailer had over 500,000 views when hosted on Duo Cartoonist's channel.

Backers of the Midnight Mares Kickstarter campaign will have early access to toys and exclusive rewards, such as limited edition animation art panels, collectibles, and social media recognition. Plush toys manufactured by Gann's own North Carolina-based company, Gann Memorials, feature unique glow-in-the-dark accents that reflect alternate personalities of each character that are to be revealed as the storyline progresses.

TrotCon runs Friday, July 17, 2015 at 10:00 AM through Sunday, July 19, 2015 at 6:00 PM at the Crowne Plaza Columbus North-Worthington, 6500 Doubletree Ave., Columbus, OH 43229. Daily and multi-day badges are still available for purchase at the door.

###

For more information about Gann Memorials, LLC, contact the company here: Gann Memorials, LLC
Chris Gann
919-692-5559
gannmemorials@aol.com
6501 Creedmore Road Suite 205
Raleigh, NC 27613

Gann Memorials, LLC

Gann Memorials is a manufacturer of the highest quality plush toys and novelties for film, business promotions and industry. Offers MADE in USA, organic, and hand sewn options.

Website: <http://gannmemorials.com/>

Email: gannmemorials@aol.com

Phone: 919-692-5559

