

# Exciting New Animated Series and Toy Line Invading Bay Area Easter Weekend

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[April 1, 2015] San Francisco, CA The annual Bay Area Brony Spectacular is taking place at the beautiful Hyatt Regency SFO in Burlingame, CA, April 3-5. On Friday, April 3, guests can attend an unusual and highly anticipated panel added to the schedule this year: Midnight Mares. Popular television shows and movies often inspire fandoms, but it is more unusual for a fandom to inspire the creation of toys and shows. It was the spirit and comraderie of the members of some pop culture fandoms that led one toymaker to develop a toy line and accompanying animated history to pay tribute to the challenges and interests of such older audiences, and he'll be attending BABSCon to share this story.

"Midnight Mares was conceived as an intelligent animation offering, which could tackle more mature themes for older children and young adult audiences, than many more mainstream cartoons currently address," says C. Allan Gann, creator. Based on ancient mythologies, his universe and characters explore emotional topics like young romance, bullying, and even death, through daytime and nighttime adventures. An animated teaser trailer, including new and exclusive design footage, will be part of Friday's presentation.

An ambitious crowdfunding campaign is underway on the popular Kickstarter platform to support the ongoing development of the animated project. Fans of independent film can learn more about the development of the cartoon and pledge support. Exciting Backer rewards include some of the very first plush and handpainted toys to be produced for the new characters.

Tickets for the Bay Area Brony Spectacular are available online or at the door. Children under age 6 are free with ticketed adult.

Updated news regarding Midnight Mares can be found on the Equestria Daily news site, and on the Gann Memorials web site.

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