

“Halloween” Merchandise Supports the Film’s Return to Theaters this October

LOS ANGELES, CA – During Halloween, “everyone is entitled to one good scare,” a famous quote from John Carpenter’s 1978 iconic film “Halloween.” And this Halloween, hundreds of movie theaters around the world agree, by bringing the classic films “John Carpenter’s Halloween”, “Halloween 4: The Return of Michael Myers”, and “Halloween 5: The Revenge of Michael Myers” back to the big screen this October.

To support this theatrical run and continue to provide fans with new ways to connect with the “Halloween” brand, Compass International Pictures and Trancas International Films has teamed with Creative Licensing to sign on a number of licensing partners. These partners include:

- American Classics for apparel
- Creepy Co for enamel pins, key chains, pendants, art prints and apparel
- Licensing Essentials for apparel
- Moebius Models for a collectible model kit
- Park Agencies for apparel
- Surreal Entertainment for beverage ware, glassware, 3D desk accessories, and fleece blankets
- Starbreeze Studios and Behaviour Digital for an in-game map and character add-on to their existing video game *Dead by Daylight*. These add-on features were released October 25, 2016, exactly 38 years from the theatrical release of the original “John Carpenter’s Halloween.”
- A “Halloween” reel in Zynga’s free-to-play social slots game, Spin It Rich! Slots

In addition, Starbreeze will run a special promotion during the week of October 24th to support its Michael Myers and Laurie Strode characters in the PC game *Dead by Daylight*. Mikael Nermark, Starbreeze COO and head of the Publishing division, explains: “We and Behaviour were of course very excited to obtain the ‘Halloween’ license as the characters in the film are iconic. We knew they would be immediately recognizable in the game. So far, the ‘Halloween’ update release has had tremendous success by quickly jumping to the 4th position on the global Steam sales chart in a matter of hours.”

To view their trailer, click here! [Dead by Daylight: The Halloween Chapter – Trailer](#)

Ryan Freimann, SVP of Compass adds, “We are excited to team up with Creative Licensing to bring Michael Myers and Halloween home to all of our loyal fans in the best possible ways through top licensees who create products we feel honor the character, film, and franchise.”



About Creative Licensing

Located in Los Angeles CA, Creative Licensing is a full service independent merchandise licensing agency that specializes in long-term brand development. Founded in 1982, Creative Licensing currently represents a large catalogue of classic films and properties.

<http://www.creativelicensingcorporation.com/>

About Trancas International Films & Compass International Pictures

TRANCAS INTERNATIONAL FILMS, along with its subsidiary, COMPASS INTERNATIONAL PICTURES, has produced every film in the "Halloween" franchise. Based primarily in Los Angeles, California, but operating world-wide, Trancas and Compass actively produces, distributes, and markets both new films and those in their library with partners including Miramax, Anchor Bay, Blumhouse, The Weinstein Company, and others. Trancas is currently in active development of the next installment of Halloween, having teamed up with Jason Blum's Blumhouse and John Carpenter, who returns to the franchise after a long absence as Executive Producer.

<http://www.HalloweenMovies.com>

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