We first told you here about the translation of Ryan Brown’s new zombie-football novel PLAY DEAD to the screen, and now we’ve got the first look at the trailer. Check it out below the jump!

Directed by Doug Sakmann, the preview “is just a taste of what’s to come for PLAY DEAD,” he says. “We will be releasing a more extreme red-band trailer in conjunction with the NYC Zombie Crawl event Sunday, May 30 in Brooklyn. That will premiere at the Crawl after-party at the new Knitting Factory in Williamsburg. We’ll have Ryan Brown on hand for a meet-and-greet and to sign books, and before the screening we’ll do a Q&A with myself, Ryan and the cast and crew of PLAY DEAD: THE MOVIE. Also, Joe Frantz of MTV’s JACKASS and VIVA LA BAM has put together an amazing behind-the-scenes feature on the making of the project, which will also be released in the next few weeks.”

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All this is prelude for what Sakmann hopes will eventually be a full-length PLAY DEAD movie. “We always have a lot of fun with zombies, and Ryan’s book has given us so much great material to work with. It would be a pleasure to be able to bring the full story of PLAY DEAD to the big screen!”

The aforementioned Zombie Crawl starts at The Charleston, 174 Bedford Avenue in Brooklyn, with the ghouls assembling at 3 p.m. and then heading up at 5 p.m. to the first stop: McCarren Park and Bedford and North 12th for a zombie football game, blood fights, a human tug of war with Disgraceland Hook Squad and more. “We’re looking for some varsity zombies to join us!” Sakmann says. “All zombies are welcome, but we’re going to be playing some undead, football so zombie cheerleaders and jocks are encouraged to join in!”

From there, the Crawl “will be heading over to the Knitting Factory [361 Metropolitan Avenue] for a free meet-and-greet with PLAY DEAD author Ryan Brown and the cast and crew of the

movie from 7-8 p.m. After that, the main party is $10 and includes the showing of the red-band trailer, other screenings and, after 10 p.m., a zombie dance party with DJs, zombie go-go dancers, a hot zombie contest, live music and more madness to be announced!” For more info on PLAY DEAD, check out its official website .

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