

BloodRayne draws up campaign

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By Chris Marlowe

BloodRayne is already very real to her legions of fans. But the half-vampire, half-human action hero is becoming real to many more people as part of numerous cross-media initiatives video game company Majesco is starting to unveil to support the release of "BloodRayne 2" on Halloween.

"It has always been our intention to introduce BloodRayne to a much wider audience than the hard-core gamers," Majesco product manager Liz Buckley said. "We want her to be a household name."

One demographic will get to see the CG star featured on a premiere episode of MTV2's "Video Mods." Scheduled to air Sept. 18, the program produced by Tony Shiff and Big Bear Entertainment will show the video for "Everybody's Fool" by Wind-up Records' multiplatinum act Evanescence, re-created with characters from Majesco's "BloodRayne 2" game.

Majesco vp marketing Ken Gold said the project is "a testament" to the character's popularity and appeal. "We are thrilled to see BloodRayne star in a music video, and we applaud MTV2's creative blending of entertainment mediums and properties," he added.

She will cross over to another audience with the October issue of Playboy magazine, which will feature BloodRayne in an erotic and topless photo layout just as though she were a living, breathing woman. Well, half-woman anyway — with the fangs and all, it's hard to forget the other half of her genetic makeup.

She will also star in a comic book from Echo 3 Worldwide, tentatively titled "BloodRayne: Skies Afire" and scheduled to hit retailers in time for the holiday season. Majesco and Echo 3 intend this to be the first in a series of self-contained quarterly publications.

"BloodRayne will make a fantastic comic book, with a dynamic character and story line that will translate well to this medium," Echo 3 Worldwide president Steven O'Connell said.

The character will complete her transformation early next year when "Terminator 3" star Kristanna Loken brings BloodRayne to life in the Boll KG and Brightlight Pictures movie written by Guinevere Turner ("American Psycho") and directed by Uwe Boll. Shawn Williamson of Vancouver-based Brightlight Pictures and Dan Clarke are the producers.

Her father, the powerful and evil Kagan, King of the Vampires, is being played by Ben Kingsley. Other key characters are the members of what gamers know as the Brimstone Society, who will be played by Michael Madsen, Michelle Rodriguez and Matt Davis. Appropriately enough, the movie is being shot on location in Romania.

Gold said BloodRayne's existence across all of these entertainment mediums showed she "has

built a loyal following of fans and established herself as a new breed of action heroine."

Buckley compares Majesco's long-term plans for the franchise to what Eidos did with "Lara Croft: Tomb Raider."

"Lara Croft is another huge character with immediate recognition," Buckley said. "And BloodRayne has more of an edge than Lara. We see this as an opportunity for a new gaming vixen to take over that role from Eidos, and we're already getting a lot of traction with that."

According to her official description, BloodRayne "is blessed with the powers of a vampire but is also cursed with the unquenchable thirst for blood and a weakness to sunlight" as she battles evil.