



## **ZOMBIE DEN: BAR OF THE LIVING DEAD, an Immersive Pop-Up Bar Inspired by the Living Dead Apocalypse, Opens This Fall in the ‘Zombie Capital of the World’**

*The Creators of ScareHouse Invite the Living and the Undead to a One-of-a-Kind, Horror-Infused Experience in Downtown Pittsburgh*

PITTSBURGH, Pa. (September 10, 2018) – Flesh-eating, undead zombies may be closing in, but that doesn’t mean there isn’t time for a drink.

This Halloween season the creators of **ScareHouse**, Pittsburgh’s scariest haunted house, are creating **ZOMBIE DEN: BAR OF THE LIVING DEAD**, a unique pop-up bar that pays homage to the 50th anniversary of George A. Romero’s classic *Night of the Living Dead* and the zombie pop-culture creations it has inspired in the last half-century.

To create **ZOMBIE DEN: BAR OF THE LIVING DEAD**, ScareHouse has teamed up with the **Pittsburgh Downtown Partnership**, **The Original Oyster House** in downtown Pittsburgh, and veteran food and beverage experts **Michael McCoy** and **Brian Laing**.

**ZOMBIE DEN: BAR OF THE LIVING DEAD** is scheduled to open on October 3 in the historic Original Oyster House in Downtown Pittsburgh’s Market Square. On select nights through November 3, **ZOMBIE DEN** will give both locals and out-of-town visitors the opportunity to take part in this apocalyptic experience, doubling as the perfect place to relax and imbibe on cocktails before or after their trip to ScareHouse.

Inside the **ZOMBIE DEN**, living (and undead) guests will enter a bunker-like environment designed to be a “safe house” during a vicious zombie outbreak in Pittsburgh, which was

Ground Zero of the zombie apocalypse in the groundbreaking 1968 horror classic *Night of the Living Dead*. The Original Oyster House is no stranger to zombie mayhem, as some scenes from Romero's influential film were shot in the basement of this Pittsburgh landmark.

Throughout the **ZOMBIE DEN**, guests will encounter a band of survivors who staff the bar while serving up potent cocktails – and pitch-dark humor to match – to ease the pain of the city's impending doom as hordes of the undead engage in a relentless attack. They'll add splashes of color and whimsy to the dread, and the **ZOMBIE DEN** will be filled with emergency protocols, including safety signs, beacon lights and tools that might prove useful to those trying to survive the night.

In addition, guests can sip on craft cocktails inspired by undead lore, including the tequila-based *Apocalypse Punch* and, of course, the infamous rum-based concoction, the *Zombie*. Original drinks are created by Laing, former bar manager at Pittsburgh's Sienna Mercato restaurant.

"How often do you get a chance to drink with the dead?" asked **ScareHouse** creative director Scott Simmons. "The Zombie Den invites fright fans to raise a glass and toast Pittsburgh as the Zombie Capital of the World, before or after they scream their way through ScareHouse."

**Jen Grippo**, owner of the Original Oyster House, added: "We're really excited to host this wickedly fun Halloween celebration, and to have restaurateurs of Mike and Brian's caliber helping to make this an experience no one will ever forget – unless they're undead."

**ZOMBIE DEN: BAR OF THE LIVING DEAD** is located at the Original Oyster House, 20 Market Square in Downtown Pittsburgh, which last year also hosted the popular Miracle pop-up bar. **ZOMBIE DEN** will also be part of Pittsburgh Downtown Partnership's annual Fright Up Night, which is being held on Oct. 27 and features Halloween-themed parties and special events at various downtown Pittsburgh locations. Details will be available at [www.frightupnight.com](http://www.frightupnight.com).

For complete information about **ZOMBIE DEN**, including its operating days and hours, fright fans can visit [www.zombiedenpgh.com](http://www.zombiedenpgh.com).

### **ABOUT SCAREHOUSE**

Named one of the 10 scariest haunted houses in the nation by Travel Channel, BuzzFeed, Forbes and more, ScareHouse opens its doors on Sept. 14 for a new season of terror. Located in a 100-year-old Elks Lodge building in suburban Pittsburgh, ScareHouse comprises three thrilling walk-through experiences plus a separately ticketed attraction known as "The Basement" — an ultra-intense and immersive experience that is

not for the weak of heart. "Pittsburgh's Scariest Haunted House" is open on select dates from mid-September through early November. For tickets and more information visit [www.scarehouse.com](http://www.scarehouse.com).

#### **ABOUT THE PITTSBURGH DOWNTOWN PARTNERSHIP**

Pittsburgh Downtown Partnership (PDP) is a dynamic, nonprofit organization comprised of business and community leaders, property owners, civic organizations, foundations and residents who provide energy, vision and advocacy for Downtown Pittsburgh. Working collaboratively with its partners, the PDP strives to create a positive Downtown experience for residents, workers and visitors alike. The PDP's strategic initiatives include clean and safe services, transportation, and economic development and advocacy. For more information, visit [www.DowntownPittsburgh.com](http://www.DowntownPittsburgh.com), follow us on Twitter at <http://twitter.com/downtownpitt> and "like" us on Facebook.

#### **ABOUT THE ORIGINAL OYSTER HOUSE**

At 147 years old, the Original Oyster House is Pittsburgh's oldest bar and restaurant. Located in the heart of downtown Market Square, near the courts and just across the river from the stadiums, the unique tavern has been designated a historic landmark by the Pittsburgh History and Landmarks Foundation. As a teenager, Louis J. Grippo was kicked out of the Oyster House and vowed to return and buy the establishment – a vow that came true in 1970, 100 years after its opening. The Oyster House has been a favorite location of the movie industry, with 25 films shot at the restaurant, including *Night of the Living Dead*.

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