

Marvel's making sure all comic book stores worldwide are prepared for the biggest launch of the year with the Uncanny Avengers Launch Parties on Wednesday, October 10th – all day long! In addition to being the first in line to purchase Uncanny Avengers #1, fans will also be able to receive special items exclusive to these parties! To ensure these parties are the biggest sales success of 2012, each retailer opting into this event will receive a free Uncanny Avengers Party Kit from Marvel, containing exclusive promotional materials. In order to receive this party kit, every retailer just needs to opt in through Diamond. "There is no better time than NOW! to get excited for the kick-off title of our new initiative," said David Gabriel, Marvel Senior Vice-President of Sales. "We've taken everything we've learned up to this point and are making sure all of our valued retail partners have what

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