

Mountain Dew's "The Dark Knight Rises" 360-degree campaign will include: A new limited-time-only flavor, Mtn Dew Dark Berry, inspired by "The Dark Knight Rises," available nationwide for 8 weeks beginning in mid June. Select 16-oz cans of DEW will receive a face-lift of the thermochromic variety. The special cans will use thermochromic ink to feature a bat symbol that transforms to the distinctive green color of DEW when chilled. The limited-time 16 oz. cans will hit shelves in mid June. The unveil of DEWGothamCity.com, an online destination designed to give fans unprecedented access into the world of "The Dark Knight Rises," including exclusive sneak peeks of movie content and storylines. The experience will launch June 18. Fans that participate in the DEW Gotham City experience and enter product codes from 20 oz., and 2-liter bottles, 12-pack and 24-pack and Fountain Cups will

Read more: <http://www.comicbookmovie.com/fansites/nailbiter111/news/?a=59731>