



Contact: Mickey Mikkelson | Publicist
mickey.creativeedge@gmail.com
403.464.6925

THE SCIENCE OF WOMEN IN HORROR

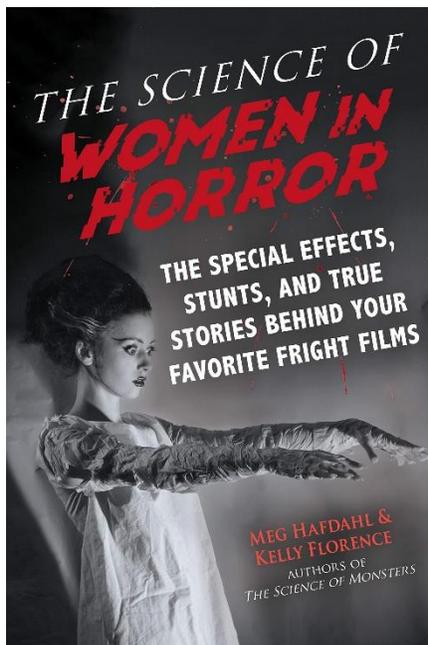
The Special Effects, Stunts, and True Stories Behind Your Favorite Fright Films

The Newest Novel in The Science Of Series by the critically acclaimed Horror Duo of Kelly Florence and Meg Hafdahl

Released by Skyhorse Publishing

The book is available worldwide in digital and print format

From scream queens to femmes fatale, horror isn't just for the boys.



Gothic media moguls Meg Hafdahl and Kelly Florence, authors of *The Science of Monsters*, and co-hosts of the *Horror Rewind* podcast called “the best horror film podcast out there” by *Film Daddy*, present a guide to the feminist horror movies, TV shows, and characters we all know and love.

Through interviews, film analysis, and bone-chilling discoveries, *The Science of Women in Horror* uncovers the theories behind women’s most iconic roles of the genre. Explore age-old tropes such as “The Innocent” like Lydia in *Beetlejuice*, “The Gorgon” like Pamela Voorhees in *Friday the 13th*, and “The Mother” like Norma Bates in *Pyscho* and *Bates Motel*, and delve deeper into female-forward film and TV including:

- *The Haunting of Hill House*
- *Teeth*
- *Chilling Adventures of Sabrina*
- *Buffy the Vampire Slayer*
- And so much more!

Join Kelly and Meg in *The Science of Women in Horror* as they flip the script and prove that every girl is a “final girl.”

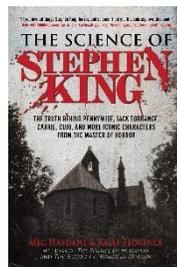
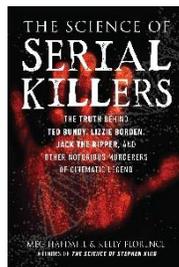
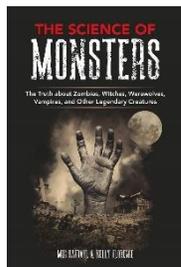
Amazon.com: [Amazon.com: The Science of Women in Horror: The Special Effects, Stunts, and True Stories Behind Your Favorite Fright Films: 9781510751743: Hafdahl, Meg, Florence, Kelly: Books](https://www.amazon.com/dp/9781510751743)

“Through the lens of horror, Kelly Florence and Meg Hafdahl take readers on a thought-provoking journey through history and real-life applications on what it means to be a woman. A monstrously feminine and insightful read; the past, present, and future of horror is female.” —**Meagan Navarro, genre film journalist, critic, and columnist at bloody-disgusting.com**

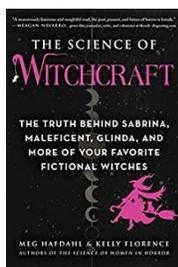
“*The Science of Women in Horror* is a well-researched and thought-provoking love letter to women in horror, reflecting on the impact of the influential characters onscreen as well as the women responsible for helping shape the genre behind the camera. Through a series of compelling interviews with female filmmakers, as well as essays exploring the many films that have both shaped and subverted expectations for women in the genre—from the virginal final girl to the vengeful killer, and everything in between—the authors speak to the breadth of the female and female-identifying experience and the impact horror has made on reflecting universal fears while simultaneously redefining female archetypes. It’s a riveting read, shedding an important light on how far we’ve come and how far we still have to go on the road to broader representation and gender parity in film—with horror, as a genre, leading the charge.” —**Stephanie Malone, founder and editor-in-chief of morbidlybeautiful.com**

“*The Science of Women in Horror* presents how the everyday horror of the female experience creeps into the movies that have shaped a genre. Meg Hafdahl and Kelly Florence have produced a smart social analysis of horror and how women continue to revolutionize the industry.” —**Daphne Strasert, co-author of *Horror Bites: Campfire Tales***

Other Books in The Series:



Coming This October!!!



A scientific discovery of witches in fiction—*Chilled Adventures of Sabrina, Sleeping Beauty, Wicked* and so many more!

Kelly Florence and Meg Hafdahl, authors of *The Science of Women in Horror* and co-hosts of the *Horror Rewind* podcast called “the best horror film podcast out there” by *Film Daddy*, present a guide to the history of witchcraft through the stories and characters we all know and love.

Through interviews, film and literary analysis, and bone-chilling discoveries, join Kelly and Meg as they learn about the complicated and rich science of witchcraft throughout the centuries and discover why now is the season of the witch!

About The Duo!



Kelly Florence is an American author, screenwriter, and podcaster. She is best known for her books *The Science of Monsters*, *The Science of Women in Horror*, *The Science of Stephen King*, *The Science of Serial Killers*, and the forthcoming *The Science of Witchcraft* all from Skyhorse Publishing. All of the books are written together with her co-author, Meg Hafdahl. She is also known for her podcasts *Horror Rewind* and *Be a Better Communicator*.

Horror and suspense author Meg Hafdahl is the creator of numerous stories and books. Her fiction has appeared in anthologies such as *Eve's Requiem: Tales of Women, Mystery and Horror* and *Eclectically Criminal*. Her work has been produced for audio by *The Wicked Library* and *The Lift*, and she is the author of two popular short story collections including *Twisted Reveries: Thirteen Tales of the Macabre*. Meg is also the author of the two novels; *Daughters of Darkness* and *Her Dark Inheritance* called "an intricate tale of betrayal, murder, and small town intrigue" by *Horror Addicts* and "every bit as page turning as any King novel" by *RW Magazine*. Meg, also the co-host of the podcast *Horror Rewind* and co-author of *The Science of Monsters*, *The Science of Women in Horror*, *The Science of Stephen King* and upcoming *The Science of Serial Killers*, lives in the snowy bluffs of Minnesota.

To request additional review copies or an interview with Kelly and/ or Meg, please contact Mickey Mikkelsen at Creative Edge Publicity: mickey.creativeedge@gmail.com / 403.464.6925. We look forward to the coverage!