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The sequel that takes the series in a wonderful new direction, gets a splattery trailer.

I absolutely adored [REC] 3: GENESIS this past Spring at SXSW. Series co-creator Paco Plaza helmed the third film in the series solo and, instead of another apartment go-round, took a gonzo detour in one of the funnest, reddest and oddly, sweetest horror pictures of the year.

Its red band trailer premiered at IGN today, and you can catch it below. What's funny, the clip harks back to the days of foreign films receiving narration-heavy trailers, so that audiences wouldn't be clued in to the movie's lack of English. While that may not have been the specific intent, it sure is humorous considering it's the third film in a franchise many know very well to be Spanish.

Here's how the story shapes up: "Koldo and Clara are about to celebrate the most important day of their lives: their wedding. Everything appears to be running smoothly and the bride, the groom and their families are enjoying a wonderful day in the countryside until some of the guests start showing signs of a strange illness. Before they know what's happening, the bride and groom find themselves in the middle of a hellish ordeal, as an uncontrollable torrent of violence is unleashed on the wedding. What started off as an idyllic day quickly descends into a nightmare of the worst kind…"

For much more, you can read my review here , and keep an eye out for plenty of words with Plaza in FANGORIA #316 and right here on Fangoria.com next month. [REC] 3: GENESIS is On Demand August 3rd and in limited theatrical release September 7th.