



CAN'T STOP THE SERENITY

Global Charity Event

PRESS RELEASE

FOR IMMEDIATE RELEASE WORLDWIDE

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Joss Whedon fans raise \$1,000,000 for charity

Joss Whedon fans have raised 1 million dollars (U.S.) for Equality Now and other charities through annual "Can't Stop The Serenity" Worldwide Movie Events.

Whedon was most recently at the helm of "The Avengers" and its much anticipated sequel, and also created the sci-fi cult hit film "Serenity" based on the "Firefly" television series.

Every year since 2006, tens of thousands of Joss Whedon fans around the world have participated in "Can't Stop the Serenity", a global fund-raising event which raises money for Equality Now and other charities. With screenings of "Serenity" and other works by Joss Whedon, fans have enjoyed countless hours of entertainment for a good cause.

And now, as of January 2015, this volunteer driven movement has donated over one million dollars to charity.

In nine years, over 100 cities throughout the world have organised Can't Stop the Serenity charity events. Local volunteers are supported by a global coordinating team (also volunteers), who help bring together fans across the globe.

Most events feature a screening of Whedon's first cinematic release "Serenity", and are tailor-made for local audiences by local organizers. Events can include showings of internet sensations "Dr Horrible's Sing-A-Long Blog" and "The Guild", fan films, raffles, costume contests, concerts, auctions and prize giveaways. There is also an annual collectibles auction featuring items signed by cast members and other items of interest to fans of pop culture.

The money raised is donated to Equality Now and other charities such as local women's shelters and literacy programs.

Says Joss Whedon: "Equality is not a concept. It's not something we should be striving for - it's a necessity. Equality is like gravity - we need it to stand on this earth as men and women."

Can't Stop The Serenity is extremely proud to have reached the one million dollar milestone and to have contributed so much to these charitable organisations.

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For more information, including local event details, see www.cantstoptheserenity.com or contact Sheilah O'Connor – Sheilah.OConnor@cantstoptheserenity.com

About Joss Whedon:

Whedon is a well known proponent of gender equality, from his mother being actively involved in Amnesty International and helping to found Equality Now, to the creation of strong female characters in stories like Buffy The Vampire Slayer, Angel, Dollhouse, Firefly and Serenity. Most recently he has gained great acclaim as the writer/director of Marvel's The Avengers and is currently working on the much anticipated sequel. Says Whedon: "There are two ways to fight a battle like ours. One is to whisper in the ear of the masses, try subtly and gradually to change the gender expectations and mythic structures of our culture. That's me. The other is to step up and confront the thousands of atrocities that are taking place around the world on an immediate, one-by-one basis. That's a great deal harder, and that's Equality Now. It's not about politics; it's about basic human decency."

About Equality Now:

Equality Now was founded in 1992 to work for the protection and promotion of the human rights of women around the world. Working with national human rights organizations and individual activists, Equality Now documents violence and discrimination against women and mobilizes international action to support their efforts to stop these human rights abuses. For more information, visit

EqualityNow.org

or contact: Helen Stewart, Events and Individual Giving Manager, Equality Now at (212) 586-0906 [New York City] or hstewart@equalitynow.org.

About Serenity:

"A passenger with a deadly secret. Six rebels on the run. An assassin in pursuit. When the renegade crew of Serenity agrees to hide a fugitive girl on their ship, they find themselves in an action-packed battle between the relentless military might of a totalitarian regime who will destroy anything - or anyone - to get the girl back and the bloodthirsty creatures who roam the uncharted areas of space. But, the greatest danger of all may be on their ship. The edge-of-your-seat adventure is loaded with explosive battles, gripping special effects and fantastic new worlds!" Written and directed by Joss Whedon for Universal. Stars Nathan Fillion, Alan Tudyk, Gina Torres, Jewel Staite, Sean Maher, Summer Glau, Adam Baldwin, Ron Glass and Chewitel Edjiofor. Released 2005.