



PRESS RELEASE

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Sheilah O'Connor

Communications Director

press@cantstoptheserenity.com

Joss Whedon fans will raise over \$100,000 for charity through the 7th Annual “Can't Stop The Serenity” Worldwide Movie Events

From June through September 2012, fans of television and film writer/director Joss Whedon will gather worldwide to raise money for Equality Now, a charity dedicated to promoting the human rights of beleaguered women and girls. Whedon was most recently at the helm of “The Avengers” as writer/director and also created “Serenity” which is featured in this event.

WORLDWIDE - May 15, 2012 - For the seventh year in a row, thousands of people around the world will participate in “Can't Stop the Serenity” – a fund-raising event which has raised over \$600,000 to date for "Equality Now", a charity organization working to protect the basic human rights of women and girls across the planet.

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.”

Everyone associated with events are volunteers, including this year’s Global Event Coordinator, William Pace. William and his Global Team bring the event together by coordinating almost 50 participating cities across the US, Canada, Europe and Australia, all of which donate the majority of event proceeds directly to Equality Now, with the remainder donated to other charities such as local women’s shelters and literacy programs.

Each event features a screening of Whedon’s first cinematic release “Serenity” (based on cult television show “Firefly”) and is tailor-made for local audiences by local organizers. Events can include raffles, costume contests, concerts, auctions and prize giveaways, plus showings of internet sensation “Dr Horrible's Sing-A-Long Blog”© (screened by permission from Time Science Blood Club, LLC), Felicia Day's hit web series “The Guild”, fan films and more.

Once the event season is over, there is a global online auction of collectibles, merchandise and more

donated by Can't Stop The Serenity's generous sponsors.

This year's events aim to raise over \$100,000 for Equality Now and other charities. 2012 also marks the 20th Anniversary of Equality Now.

Says Catherine Brandli, Development Director at Equality Now:

“Equality Now and our partners are thankful for the continued support and activism of the Browncoats family. We truly appreciate their posts, tweets, articles, screenings and donations. Their dedication and enthusiastic involvement allows us to engage more and more people on the issues surrounding gender equality and helps us spread the word that everyone has the ability to take action to make a difference in the lives of women and girls worldwide. In the past year, they have helped us campaign toward many successes, including FGM in Liberia, Sex Trafficking in the US, Incest in Pakistan and nationality laws in Lebanon.”

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For more information, including local event details, see <http://www.CantStopTheSerenity.com> or contact:

William Pace

Global Event Coordinator

William.Pace@cantstoptheserenity.com

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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. 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 <http://EqualityNow.org>

or contact

Amanda Sullivan,

Director, Women's Action Network, Equality Now at (212) 586-0906 [New York City].

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 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. From the mind of Joss Whedon (Buffy the Vampire Slayer, Angel) comes a new edge-of-your-seat adventure loaded with explosive battles, gripping special effects and fantastic new worlds!" Written and directed by Joss Whedon for Universal. Released 2005.