

CELEBRATING  
10 YEARS



CAN'T STOP  
THE SERENITY  
2015

## PRESS RELEASE

FOR IMMEDIATE RELEASE WORLDWIDE

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### **Joss Whedon Inspired "Can't Stop The Serenity" Worldwide Charity Events Launch 10<sup>th</sup> Season**

Joss Whedon fans celebrate 10 years of the annual "Can't Stop The Serenity" charity 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.

Between April 1<sup>st</sup> and October 15<sup>th</sup> 2015 thousands of people around the world will participate in "Can't Stop the Serenity" – a series of charity events run by fans (affectionately called Browncoats) of Joss Whedon's short-lived sci fi series "Firefly" and the movie that followed, "Serenity".

Started in 2006 and running every year since then, tens of thousands of people in 108 different cities have attended screenings of "Serenity" and other works by Joss Whedon, enjoying countless hours of entertainment for a good cause. To date, just over \$1 million dollars (U.S.) has been raised for charity.

Everyone associated with events are volunteers, including this year's Global Event Coordinator, Sheilah O'Connor. Sheilah and her Global Team bring the event together by coordinating multiple participating cities across the US, Canada, UK and Australia.

Local organizers embrace the spirit of having fun while doing good works. This makes each event a unique experience, from large scale screenings of Serenity to more intimate parties and everything in between.

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.

These events raise money for "Equality Now", a charity organization working to protect the basic human rights of women and girls across the planet, and local charities. 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." Event organizers also have the option to donate up to 25% of the proceeds to other charities, often local ones.

In appreciation of Can't Stop the Serenity's contributions, Equality Now declared November 10, 2014 Browncoat Appreciation Day.

Says Sheilah O'Connor: "Ten years is a long time for a group of volunteers. But the Firefly/Serenity fandom is wide and while there are some who remain involved after 10 years, there are many who have recently brought their enthusiasm to these events. This show & movie continues to speak to us, just as Equality Now continues to demonstrate how important it is to raise money for this cause. With that combination, how could we not keep going strong? "

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For more information, including local event details, see [www.cantstoptheserenity.com](http://www.cantstoptheserenity.com) or contact

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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 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](http://EqualityNow.org)

or contact:

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#### 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.