



501^{VADER'S FIST}ST LEGION
P R E S S K I T





GREETINGS

Thank you for your interest in the 501st Legion, the world's definitive Imperial costuming group!

Since 1997, the 501st Legion has been dedicated to re-creating film-quality costumes of the “villainous” characters of the *Star Wars* galaxy and entertaining *Star Wars* fans with our public appearances. Over the past sixteen years, the 501st has become a leading force in fan-based charity events around the world. Members of the Legion have heightened awareness at promotional events, helped to raise millions of dollars for charity, and spread the magic of *Star Wars* to fans of all ages.

The 501st Legion, sometimes called by its nickname “Vader’s Fist,” is made up entirely of volunteers, and each of our members has spent months and sometimes even years researching and constructing their costumes. With over 10,000 approved members worldwide, our costumes include just about every “bad guy” in the *Star Wars* galaxy... Sith Lords like Darth Vader and Darth Maul; nefarious bounty hunters like Boba Fett and Greedo; hostile aliens like Tusken Raiders and Gamorrean Guards; and of course, the soldiers of the evil Galactic Empire: Clone Troopers, Sandtroopers, TIE Fighter Pilots, Biker Scouts, and the ever-popular, nameless, faceless Stormtroopers that are a universal symbol of Imperial might!

There is nothing quite like a group of Stormtroopers to bring attention to an event. Unlike individual entertainers, the 501st Legion functions as a group, creating a true science-fiction/fantasy ambience with a wide range of professional-grade costumes and props. Our internal membership standards ensure a high level of professionalism in both appearance and actions to make certain that events run smoothly. Having participated in events around the world for sixteen years, the 501st name alone has been known to boost attendance and media attention.

This Press Kit should give you a good idea about who we are and what we do. We hope that you find it both entertaining and educational. If you have any questions that are unanswered by the pages that follow, you can always send an email to info@501st.com, which connects you to our world-wide Legion Command Staff. Thank you again for reading, and may the Force be with you!

Duty! Honor! Empire!

— The 501st Legion Public Relations Officers

BAD GUYS WHO DO GOOD!

Giving back to the community is one of the 501st Legion's highest priorities. We regularly participate in events to raise awareness of charitable causes, from walk-a-thons to blood drives.

For public and private gatherings, the Legion never charges a fee for an appearance, but we do enthusiastically welcome donations made to an event host's favorite charity in the name of the 501st Legion or the local Legion unit. If an event host does not have a charity of choice, our members can gladly provide a suggestion, perhaps tied to a fundraising effort that is currently underway. In cases where the event host is itself a charitable organization, our reward is knowing that we have directly helped a worthy cause, and a donation is almost never accepted.

In 2012, members of the 501st donated almost six million hours to raise over \$184,000 in direct charitable funds and participated in events that that helped raise an astounding \$14.7 million worldwide.



THE HEART OF THE EMPIRE

Star Wars fans come in every shape and size, but the saga will always spark the imagination of children the most. And none need their spirits lifted more than those undergoing serious medical treatment. When the Legion is invited to appear at a pediatric ward, we have the power to brighten the lives of kids going through very dark times. Our characters create memories that the children will carry with them long after they have beaten their ailments.

The 501st Legion has also been instrumental in granting the wishes of several Make-A-Wish children over the years. These occasions serve as a powerful reminder of the difference that we can make in the lives of young people, providing some joy and comfort to sick children and to their families.

Members of the Legion have many reasons why we troop, but for many, this is *THE* reason.



PROFESSIONAL SPORTS

The 501st Legion has partnered with many minor and major league sports franchises in recent years for special “*Star Wars* Nights.” These events often bring record attendance numbers to games, as families come out to support their favorite local teams and to celebrate their love for the adventures from a galaxy far, far away. Members of the 501st Legion have participated in games with Minor League and NHL hockey, Minor League and MLB baseball, NCAA and NBA basketball, and arena and NFL football!

Imperials in the Outfield

Our members are eager to help make these events memorable for the fans in just about any way that team managers can imagine. Here are a few examples of what we have done in the past:

- Leading a parade of costumed fans before the game
- Throwing out the first pitch
- Mascot races
- Dancing on the dugout
- Broom ball between hockey periods
- Hosting *Star Wars* trivia, "Talk like Yoda," or "Roar like a Wookiee" contests between innings, quarters, or periods
- Photos and autographs on the concourse
- Singing at the seventh-inning stretch
- Honor guard for post-game fireworks set to *Star Wars* music
- Charitable silent auctions for special *Star Wars*-themed team jerseys

Our members can work with your publicity and special events managers to see what fits your venue best!



COMMUNITY EVENTS

At parades, school fairs, and community festivals, when the men and women of the Legion come out in force, it is always a big hit with the public. Our members marching in Imperial formation are regularly cited by children as their favorite part of a parade, and since the popularity of *Star Wars* bridges all generations and demographics, any family-friendly festival can gain a boost from an appearance by the 501st!



LIBRARY DAYS

While *Star Wars* is most well-known from its films, in the more than 35 years since its release, literally thousands of books, novels, and graphic novels have been released featuring the characters created by George Lucas' saga. As a result, most community libraries have a wealth of *Star Wars* materials, and children's interest in *Star Wars* can provide an easy gateway to spark their interest in books. The 501st has been called in to support many *Star Wars* events at public libraries, aimed at bringing young fans of the galaxy far, far away into the fantastic world of reading.

"*Star Wars* days" are routinely amongst the most popular events on a library's calendar. Activities like Stormtrooper Story Time, Jedi training courses, trivia contests, coloring and drawing activity stations, and author appearances can all make your event more successful. And of course no *Star Wars* day is complete without the characters of the 501st Legion!



FOR MORE INFORMATION ABOUT
THE 501ST LEGION,
PLEASE CONTACT US
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WWW.501ST.COM



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