



NEWS RELEASE

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501ST LEGION ANNOUNCES COMMITMENT TO INTERNATIONAL MAKE-A-WISH™ ENDOWMENT FUND

Atlanta, Georgia, August 24, 2016 – The 501st Legion announces today their commitment to a first-of-its kind international endowment in a unique partnership with Make-A-Wish™. The 501st Legion Make-A-Wish Endowment Fund will allow Make-A-Wish America and Make-A-Wish International to grant more Star Wars-related wishes to children diagnosed with life-threatening medical conditions. This endowment fund will allow Make-A-Wish to grant wishes, alternating between the United States and international locations every other year – a first for an endowment of this kind.

The 501st Legion Make-A-Wish Endowment Fund will rely on contributions from its membership, as well as the public. The Legion does not charge for its appearances, but has always accepted donations to charities that are supported by its members. Together, raising \$150,000 by September 2021 will unlock the first step into granting wishes to children for many years to come. Once the minimum gift is achieved, the Endowment fund will grant wishes from the interest accrued; as the fund continues to grow, so will the number of wishes granted by the endowment.

For over ten years, the 501st Legion has raised thousands for varied Make-A-Wish chapters, all over the globe. The 501st Legion Make-A-Wish Endowment Fund allows the organization, touting over 9500 members in over 60 countries, to band together for a greater global impact.

On Saturday, September 3, a press conference will be held at Dragon Con, which is celebrating its 30th anniversary and is known as the “birthplace of the 501st Legion.”

ABOUT DRAGON CON

Dragon Con is the internationally known pop culture convention held each Labor Day in Atlanta. Organized for fans by fans, Dragon Con features more than about 3,000 hours of



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comics, film, television, costuming, art, music and gaming over four days. For more information, please visit www.dragoncon.org and follow them on Facebook and Twitter.

ABOUT THE 501ST LEGION

The 501st Legion is an all-volunteer, non-profit organization dedicated to bringing beloved Star Wars characters to life. Founded in 1997, the 501st Legion seeks to promote interest in Star Wars fandom, through the building and wearing of quality costumes. The group facilitates the use of these costumes for Star Wars-related events, as well as contributions to the local community through costumed charity and volunteer work.

ABOUT MAKE-A-WISH

Make-A-Wish grants the wishes of children with life-threatening medical conditions to enrich the human experience with hope, strength and joy. According to a 2011 U.S. study of wish impact, most health professionals surveyed believe a wish-come-true has positive impacts on the health of children. Kids say wishes give them renewed strength to fight their illness, and their parents say these experiences help strengthen the entire family. Headquartered in Phoenix, Make-A-Wish is one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and more than 28,000 volunteers, Make-A-Wish grants a wish somewhere in the country every 35 minutes. It has granted more than 270,000 wishes since its inception in 1980; more than 14,800 in 2015 alone. Visit Make-A-Wish at www.wish.org to learn more.