



## **FARSCAPE FANS SPONSOR NATIONWIDE TELEVISION COMMERCIAL!**

**San Francisco, CA – [11/18/02] — Fans fight fire-with-fire by producing and airing their own nationwide television commercial to save their favorite show.**

*Buffy the Vampire Slayer* fans have done it. *Roswell* fans have done it. Even fans of *Star Trek* had to do it. And now, fans of the award-winning television series, *Farscape*, are doing it too—working to save their show from cancellation. After four seasons as one of the SCI FI Channel's biggest hits, the network abruptly announced the cancellation of *Farscape* to the dismay of millions of fans around the world. The hugely popular "space opera" is a production of the Jim Henson Company.

This diverse group of dedicated fans, known as "Scapers," are now taking the average "save my show" campaign tactics to a whole new level. They have banded together via the internet to sponsor letter writing campaigns, contact show sponsors, and coordinate rallies worldwide; including one rally by our fighting forces in Baghram, Afghanistan. Drawing on the many professional skills and talents of the Scaper community, fans produced a 30-second television commercial designed to interest new viewers in their show. The commercial features a wide cross-section of *Farscape* fans (including a doctor, a paralegal, a graphic designer and an engineer among many others) declaring, "I am Farscape," and urging viewers to contact [www.savefarscape.com](http://www.savefarscape.com) for information on how they can help save the series. Commercial air time was entirely funded by the fan-run Save Farscape campaign.

Beginning the week of November 24<sup>th</sup>, the commercial will air on cable networks in 24 major cities across America including: Atlanta, Boston, Chicago, Cleveland, Dallas, Denver, Detroit, Hartford, Houston, Lexington, Los Angeles, Miami, Minneapolis, New York City, Philadelphia, Phoenix, Pittsburgh, St. Louis, Salt Lake City, San Diego, San Francisco, Seattle, Tampa and Washington, D.C. This revolutionary concept may well be the first of its kind in any fandom and promises to reach millions of households across the US. Call it "grassroots gone high tech."

Veteran and new Scapers will have a chance to catch up with the fourth season in December. The SCI FI Channel will re-run the first 11 episodes of *Farscape* season 4 during a "Chain Reaction" marathon on December 24<sup>th</sup> from 8am to 6pm. The final 11 episodes of *Farscape* season 4 will begin airing on January 10, 2003 at 8pm on the SCI FI Channel. The epic story of *Farscape* will be incomplete as the SCI FI Channel has no plans for a fifth and final season—but Scapers have other plans.

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**For more information about the commercial or the campaign, please contact:**

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