

#SaveWarriorNun

From the Fans of Warrior Nun

November 10th, 2022 to January 26th, 2023

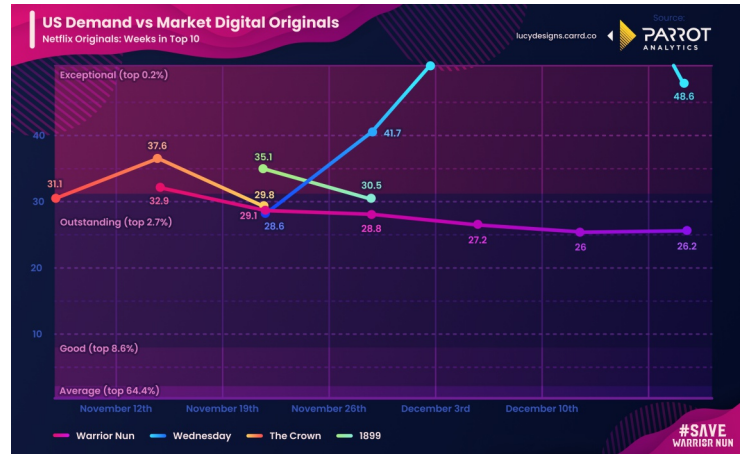
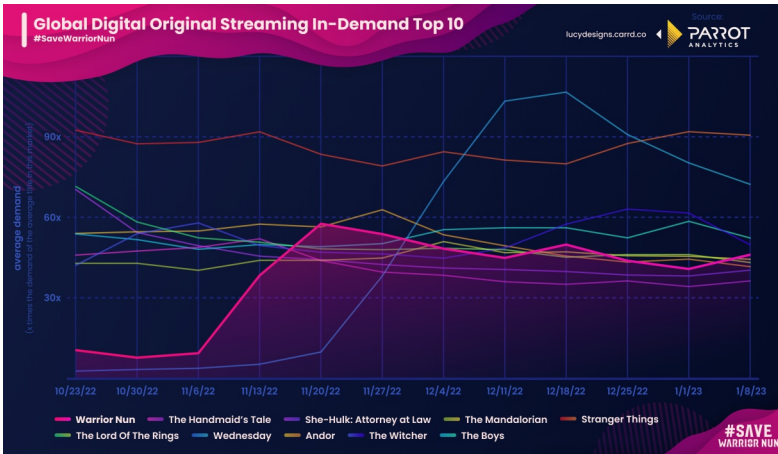
savewarriornun.substack.com + www.savewarriornun.net + SaveWarriorNunProject@gmail.com

10 Weeks

Consecutive Top 10
Global In-demand Digital Streaming
11/10/22 - 1/25/22

6 Weeks

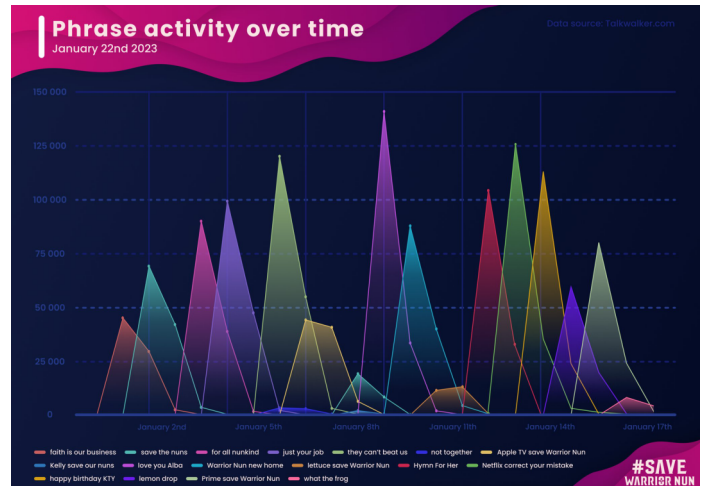
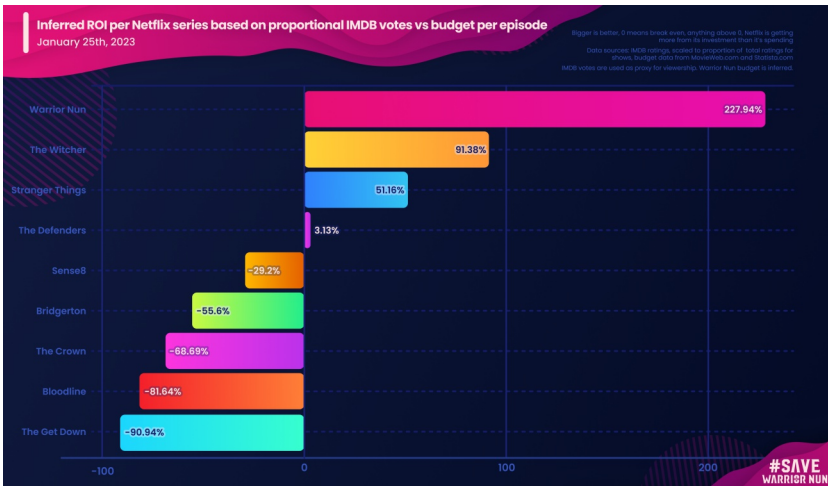
Consecutive Top 10 - Netflix
US In-demand Original Streaming
11/10/22 - 12/23/22



7 Million
Twitter Engagements
12/14/22 - 01/18/23

8,700 at 99%
Positive User Reviews
Highest Rated Netflix Series
11/10/23 - 01/16/23

110,000
Petition Signatures
12/14/22 - 01/25/23



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January 26th, 2023

Fans Unite in Massive Global Campaign to Save Warrior Nun: The Cancellation Netflix Got Wrong

Since December 13th more than 200 articles have been written about the Warrior Nun series, fans, and their outright rejection of the cancellation decision by Netflix. Fans of the show are enraged, dissatisfied, and concerned by the contrary behavior of a platform that claims to stand for equality and diversity in their ESG statement. Netflix has repeatedly failed to address this shortcoming. And now, their actions have prompted the greater sci-fi/fantasy community to examine the relevance of their subscriptions. When diverse media is given meager resources and expected to perform like heavily funded and promoted counterparts, these programs are already set up to fail. Why even begin to start a show when it will never be completed? But still the fans fight.

- + 18.6 million Twitter engagements with over 7 million #SaveWarriorNun tweets in 36 days (1)
- + 110,000 signatures on Change.org in 4 weeks (2)
- + \$36,000 Fundraising goal and LA billboard (met 1/15/22) (3)
- + 800k views on Buzzfeed/A*Pop Youtube Kristina Tonteri-Young Content (4)(5)
- + 20 Video blog interviews with Warrior Nun cast and crew (6)
- + Variety.com's Top 10 social engagement chart for 10 weeks (7)
- + 228% Return on Investment by Netflix (8)

So why did Netflix cancel Warrior Nun, really? Is Warrior Nun just another example of Netflix squashing young adult shows with female leads? Is there an underlying reason why Netflix consistently renews male-loving-male shows while canceling women-loving-women series? With the popularity, fans are left scratching their heads with the decision to end the show after only two seasons. Is there an alternative for the fans of shows left behind by corporations that claim to prioritize views and fan engagement, but clearly don't?

Having touched so many people, stories like Warrior Nun give its audience a chance to see themselves in the characters portrayed on screen, allowing viewers to think, "This is my story, and I am being heard." Representation of marginalized communities on screen can shape how individuals see themselves and how the world sees them.

Included with this release is a one-page media kit.

Journalists: Highlight the consistent number of views and engagements even 2 months after release, driven solely by fan promotion and outreach.

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Disclaimer and notice: The #SaveWarriorNun movement is not affiliated with Netflix Inc. and is an independent consortium of fans.

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#SaveWarriorNun

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Sword Design by @Greeebbo

Related Links:

1. <https://www.talkwalker.com>
2. <https://www.change.org/p/renew-warrior-nun-for-season-3>
3. <https://www.gofundme.com/f/get-warrior-nun-the-attention-it-deserves>
4. <https://www.youtube.com/@buzzfeedceleb>
5. <https://www.youtube.com/@apop/playlists>
6. <https://www.youtube.com/@SaveWarriorNunCampaign/playlists>
7. <https://www.variety.com/trending-tv>
8. <https://www.savewarriornun.substack.com/p/savewarriornun-news-and-data-2023-8f3>

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#SaveWarriorNun Media Kit

What is included?

- + 3 fan-made media graphics
- + 3 campaign relevant hashtags
- + 5 headline inspirations

How to use this kit?

- + Share the graphics along with one or more of the hashtags on social media
- + Include the designs in your article along with a call to action for readers to sign the petition:

www.change.org/p/renew-warrior-nun-for-season-3

#Hashtags for Social Media

#SaveWarriorNun

This is the main tag for the campaign and has already been shared 7 million times on Twitter alone.

#WarriorNun

Keeping the name of series trending is a secondary goal of the Warrior Nun fans.

#StreamWarriorNun

New fans continue to be added daily to the Warrior Nun family, even more than 2 months after release.

Headline Inspiration

- + GLOBAL SENSATION Warrior Nun Unites Viewers in Groundbreaking Series
- + Fans Fight to Save Warrior Nun: The Cancelled Series that Refuses to Die
- + Audience Demand for Warrior Nun Soars for Two Months Despite NO PROMOTION!
- + The Battle for Warrior Nun: Fans vs. Netflix
- + Warrior Nun: What the Fans Do Differently and Why it Matters

Media Graphics - Please note the images were sent on Jan 18th, numbers may have increased.

