



## SABAN BRANDS LAUNCHES NEW *POWER RANGERS STUDENT ALLIANCE* PROGRAM TO EMPOWER YOUTH ACROSS AMERICA

**LOS ANGELES, CA (October 20, 2014)** – [Saban Brands](#) announced today the *Power Rangers Student Alliance*, a new national program where students work together to bring the core values of the Power Rangers to communities across the country. The *Power Rangers Student Alliance* was inspired by the '*Florida Ranger Coalition*,' a group of high school students who caught national attention by making mysterious masked appearances at children's events and nonprofit fundraisers in Power Rangers Morphsuits. When these teens saw how much kids loved seeing the Power Rangers, they decided to work together to raise awareness of anti-bullying and teach the importance of reading. After learning about these exemplary young Power Ranger fans, Saban Brands decided to launch this new program to encourage students across the country to follow suit and start their own local Power Ranger teams.

The *Power Rangers Student Alliance* provides a framework and incentives to encourage young people to start local chapters at their own high schools, colleges and universities to give back to their communities and raise funds for charity, while demonstrating the core Power Rangers values of helping others, friendship and teamwork. The program was previewed at the 4<sup>th</sup> bi-annual Power Morphicon, the largest Power Rangers fan-run convention, in Pasadena, CA this past August. Members of the original '*Florida Ranger Coalition*,' who kept their identities hidden until shortly after graduating high school, and have since publicly announced plans to build additional chapters on their college campuses, were invited to attend the convention and received VIP access to exclusive events.

"The *Power Rangers Student Alliance* initiative fits perfectly within our Power Rangers emPOWER program," said Elie Dekel, President of Saban Brands. "We are inspired by the work of the '*Florida Ranger Coalition*' and we hope with the launch of this program, we can further encourage their positive story and motivate other fans across all of Ranger Nation to get involved."

"I could never have anticipated what an impact on my community and myself I would make through dressing up as a Power Ranger," said Adam Cooper, co-founder of the '*Florida Ranger Coalition*'. "From the first smile of a little kid at a birthday party, to performing motivational speeches in a packed room full of troubled youth, I can see what an effect we've made in the community. I'm excited to see what new heights we can reach and new audiences we can impact as collegiate members of the Power Rangers Student Alliance."

New groups interested in the *Power Rangers Student Alliance* can easily register online at [www.empower.powerrangers.com](http://www.empower.powerrangers.com). Members must be high school or college students and are encouraged to seek official "club" status from their schools. As an added incentive, [Morphsuits](#) will be offering 25% off all Power Rangers Morphsuits to all who register for this program.

### **About Saban's Power Rangers**

Saban's Power Rangers franchise is the brainchild of Haim Saban, creator and producer of the original *Mighty Morphin Power Rangers* hit series that launched in 1993. Following its introduction, Power Rangers quickly became the most-watched children's television program in the United States and remains one of the top-rated

and longest running boys live-action series in television history. The series follows the adventures of a group of ordinary teens who “morph” into superheroes and save the world from evil. It is seen in more than 150 markets, translated into numerous languages and a favorite on many key international children’s programming blocks around the world. For more information, visit [www.powerrangers.com](http://www.powerrangers.com).

#### **About Saban Brands**

Formed in 2010 as an affiliate of Saban Capital Group, Saban Brands (SB) was established to acquire and develop a world-class portfolio of properties and capitalize on the company’s experience, track record and capabilities in growing and monetizing consumer brands through content, media and marketing. SB applies a global omni-channel management approach to enhancing and extending its brands in markets worldwide and to consumers of all ages. The company provides full-service management, marketing, promotion and strategic business development for its intellectual properties including comprehensive strategies unique to each brand, trademark and copyright management and enforcement, creative design, retail development, direct-to-consumer initiatives and specialized property extensions. SB's portfolio of properties currently includes Power Rangers, Paul Frank, Macbeth, Julius Jr., Digimon Fusion and Popples, among many others. For more information, visit [www.sabanbrands.com](http://www.sabanbrands.com).

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