



Heroes of the Shadow World

The first convention about the tv series *Shadowhunters* in North America

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For Immediate Release

Heroes of the Shadow World - the first ever convention about the tv series *Shadowhunters* in North America: A three-day celebration, reunion and convention in New York City

Our convention *The Heroes of the Shadow World* is scheduled for April 3-5, 2020 at the Intercontinental New York Times Square Hotel in New York City.

The event features three days of activities that celebrate *Shadowhunters* and give fans a chance to interact with the cast and crew on a variety of levels, including panels, autographs, photo ops, chats, demonstrations, workshops, and a concert from an artist featured on the show.

In addition, the convention will revolve around the thematic messages of representation, inclusivity, family, and love that resonate throughout the show. With that in mind, the convention is in part a fundraising event benefiting The Trevor Project, an organization close to the heart of the fandom. The convention also serves as a reunion for the cast and crew who brought the show to life both behind the scenes and in front of the camera.

However, at its heart, the convention is a celebration of the legacy of *Shadowhunters* and a tribute to the crew, cast and fans (= the ShadowFam) who are all without doubt The Heroes of the Shadow World.

The *Shadowhunters* fandom is global, passionate, and ready to take part in a unique event that will not only honour the core values of *Shadowhunters*, but allow them to create amazing memories with one another.



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Context: About *Shadowhunters* and its cancellation

Shadowhunters is an award-winning SciFi/Fantasy show, which aired on Freeform and Netflix, that was cancelled midway through its third season in June 2018. The cancellation was followed by a massive social media campaign to save the show.

The efforts to save the show were numerous and are still ongoing and include (but are not limited to) a petition, flying a plane over Netflix headquarters, billboards in major cities all around the world (including Times Square), donations made to charity organisations that support the show's message of love and representation. The campaign hashtag #SaveShadowhunters has been tweeted over 21 million times.

Unfortunately, the cancellation appears to have more to do with politics than popularity. *Shadowhunters* received 4 People's Choice Awards in late 2018, among them "The Show of 2018" and "The Bingeworthy Show." In 2018, *Shadowhunters* was the third most talked-about show on social media and the top 5 most talked-about show on social media in 2019 - no small feat considering the massive competition from much more well-known shows.

Shadowhunters conventions in Europe and Asia are so popular they sell out within minutes and fans based in the US have demanded a *Shadowhunters* convention in North America for quite some time.

If you would like more information about this topic, please visit www.nyshadowcon.com or email nyshadowcon@jalmics.com.

About Jalmics International Corp.

Jalmics International Corp. is an international company providing business consultancy and event management services.