



## FOR IMMEDIATE RELEASE

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### **Actress and Her Universe Creator Ashley Eckstein to Appear at GeekGirlCon '12**

*A voice actor for Star Wars: The Clone Wars and founder of merchandise line for female science fiction fans*

July 23, 2012, Seattle, WA - GeekGirlCon is pleased to announce the addition of [Ashley Eckstein](#) to the GeekGirlCon '12 lineup of guests, which includes TV and comic book writers, illustrators, broadcasters, novelists, local celebrities and superheroes, and a video game architect.

Eckstein currently stars as the voice of Ahsoka Tano in [Star Wars: The Clone Wars](#), the animated movie and television show. Her devotion to *Star Wars* extends well beyond her years as a voice actor for the show's four seasons. She currently blogs for [The Official Star Wars Blog](#) and is the founder of [Her Universe](#), the first merchandise line exclusively for female science fiction fans. She created the company to provide female fans an equal opportunity to show off their *Star Wars* pride. Her Universe products have since expanded to other well-known franchises such as Syfy, *Doctor Who*, and *Star Trek*.

"We are honored and incredibly excited to have Ashley joining us for GeekGirlCon '12," announced Jennifer K. Stuller, Programming Creative Director for GeekGirlCon. "She is a fantastic role model for young girls and women, and the work she does is completely in line with our mission at GeekGirlCon, which is to create a community where women and girls can come together to celebrate who they are, and what they love."

Eckstein will join other fanatics on Saturday as a member of the *Star Wars* panel **From Jedi Princess to Sith Witch: An Exploration of Female Characters in Star Wars**. She will also be available for media signings and will be featured in the GeekGirlConnections room, where convention guests can network and get mentorship and advice from professionals who work in their desired career fields.

Eckstein started acting as a child in Orlando and starred in a television show for Sea World titled *Shamu TV*. After high school, she moved to Los Angeles, finding success in television as Jan Brady in *The Brady Bunch in the White House*; as a regular cast member on Jeff Foxworthy's show *Blue Collar TV*; and as Muffy on *That's So Raven*. In addition to her television career, Ashley played a supporting role in the Amanda Bynes film *Sydney White* and a starring role in the film *Alice Upside Down*.

GeekGirlCon '12 will be held August 11 and 12, 2012, at The Conference Center, located in downtown Seattle, and will include panel discussions, workshops, a floor for gaming, and additional events. The two-day convention is the second annual GeekGirlCon, after the inaugural 2011 convention attracted a sold-out crowd of over 3,500 over two days. GeekGirlCon celebrates and honors the legacy of women contributing to science and technology; comics, arts and literature; and game play and game design by connecting geeky

women worldwide and creating community to foster continued growth of women in geek culture through events.

**Ashley Eckstein** joins previously announced guests **Renae De Liz** (*Womanthology*), **Jane Espenson** (*Buffy the Vampire Slayer*, *Battlestar Galactica*, and *Warehouse 13*) and the cast of *Husbands*, **Jamala Henderson** (KUOW Radio), **M.J. McDermott** (Seattle Meteorologist and Geek Girl), **Purple Reign** (Seattle Activist and Superhero), **Greg Rucka** (*Keeper*, *Queen & Country*, *Whiteout*), **Gail Simone** (Women in Refrigerators List, *Birds of Prey*, *Wonder Woman*), **Jen Van Meter** (*Hopeless Savages* comics and graphic novels), and **Corrinne Yu** (*Halo 4*, Microsoft Direct3D, Kotaku Top 10 Most Influential Women in Games).

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### **About GeekGirlCon**

GeekGirlCon celebrates and honors the legacy of women contributing to science and technology; comics, arts and literature; and game play and game design by connecting geeky women worldwide and creating community to foster continued growth of women in geek culture through events. GeekGirlCon has hosted over 100 special events from August 2010 through May 2012 and continues to create and collaborate on fun and geeky events throughout the year, including the annual convention.

GeekGirlCon is comprised of an all-volunteer staff dedicated to recognizing and celebrating the contribution of women in all aspects of geek culture. Our staff members have a range of geeky passions, from anime to coding and *Dungeons & Dragons* to nerdcore. You'll catch us counting down the seconds until the next *Doctor Who* and rushing home to raid dungeons. GeekGirlCon welcomes all ages, races, sexual orientations, gender identities, creeds, physical and mental abilities, and familial statuses to our staff, volunteer team, and events. Learn more at [www.geekgirlcon.com](http://www.geekgirlcon.com).