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Yahoo *Community* fans take over a Honda dealership in Austin: SXSW pre-party

AUSTIN, TX, March 14, 2015 – Passionate fans of *Community*, the TV show to air its sixth season exclusively on Yahoo Screen, celebrate this milestone with a dance at an Austin Honda dealership.

The dance will occur at Howdy Honda on Saturday, March 14th at 9am. Fans will create a marquee video of the event by dancing to the *Community* theme song, “At Least It Was Here”. They will then have a dance party inside the Howdy Honda Dealership to songs that are associated with the show.

Honda is an ad sponsor for season six of *Community* on Yahoo. The video will be made available to Honda’s national social media accounts, as a thank you from the fans.

The *Community* creator and cast will have a panel at SXSW Interactive the following day, Sunday March 15th, 11am. The show will air on Yahoo Screen online starting Tuesday, March 17th.

“The legacy of the *Community* fandom is love. We love the show so much that we are going to throw a dance in a Honda dealership, and let both Honda and Yahoo know how much their faith in the most tenacious fanbase in the world is justified. Even though the Nielsen ratings were not kind to *Community* when it was on NBC, since December 2011 the fanbase has thanked ad sponsors on Twitter, put on flash mobs (<http://www.tvguide.com/news/community-flash-mob-1041080/>), thrown three annual conventions dedicated to the show called “CommuniCon”, held a #SixSeasonsAndAMovie art show, developed a Hawthorne video game based on the “Digital Estate Planning” episode (Season 3, Episode 20), and voted the cast onto the cover of *TV Guide*, managing through sheer fan power and devotion to keep the show alive. Please tell everybody to watch *Community* online on Yahoo Screen (a little bird said they have an app), starting March 17th. And: THANK YOU, HONDA!”

Any and all fans are invited to participate and request songs, and can RSVP via Facebook (<https://www.facebook.com/events/873630759367411>). The event’s organizer, Catherine Boyd, is available for advance interviews via phone and email.

EVENT: “Yahoo *Community* Fans SXSW Pre-Party”

DATE and TIME: Friday March 14th, 2015, 9:00am CST

LOCATION: Howdy Honda dealership, 5519 E. Ben White Blvd Austin, TX 78741

<http://www.howdyhonda.com/>

RSVP: <https://www.facebook.com/events/873630759367411>



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