



Bustle Launches @FanGirls: An Instagram Account Dedicated To Geek Culture For Female Fans

- Marvel Studios' "Thor: Ragnarok" To Collaborate on the Launch -

NEW YORK, NY (November 2, 2017) -- Bustle, the largest independent media property for young women, announces today the debut of **@FanGirls**, an Instagram account dedicated to geek culture for female fans, in collaboration with Marvel Studios. The account launches in anticipation of the release of Marvel Studios' *Thor Ragnarok*. Bustle has been an authority on covering all things geek culture from the latest sci-fi films and TV shows, to comic books and game culture, and is now leveraging its influence in the space to create the go-to online community for passionate female fans. In addition to Instagram, Bustle will create companion branded content for several Marvel Studios' films kicking off with *Thor Ragnarok*. Marvel will sponsor the account at various points throughout the year for their additional films.

"Creating this space for women in geek culture is practically a no-brainer for Bustle," said Bustle's Senior Entertainment Editor Kelsea Stahler. "Fangirls are taking over the world, so it's exciting that we get to give them a place where their voices and personalities are combined with their fierce, passionate fandom. Marvel's dedication to increasing visibility for female characters and their passion for the genre makes them the perfect collaborator to bring @FanGirls to the community."

@FanGirls will feature a mix of branded, exclusive, and editorial content including memes and inspiring quotes curated by Bustle's team. The content will combine Bustle's signature humor and voice, which its followers are accustomed to. The account will leverage Instagram Stories and Live Stories to give fans behind-the-scenes access to premium events like Comic-Con, red carpet premieres, and press junkets. The first-to-market initiative is an innovative way to generate excitement for Marvel Studios' most anticipated films while engaging entertainment obsessed Instagram followers.

Bustle's award-winning Instagram is an industry leader reaching a highly engaged audience of over 1.7 million followers. Bustle was among the first publishers to produce Instagram Stories series and has since created more than seven original series.

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About Bustle

Bustle is the largest independent media property for young women, reaching over 50 million unique readers a month. Bustle delivers everything readers want to know, see, and read right now — spanning news, politics, celebrity, culture, lifestyle, fashion + beauty, and more. www.bustle.com. Bustle is a part of Bustle Digital Group, which also owns premier digital destinations for women Romper and Elite Daily.

About *Thor: Ragnarok*

In Marvel Studios' "Thor: Ragnarok," Thor is imprisoned on the other side of the universe without his mighty hammer and finds himself in a race against time to get back to Asgard to stop Ragnarok—the destruction of his homeworld and the end of Asgardian civilization—at the hands of an all-powerful new threat, the ruthless Hela. But first he must survive a deadly gladiatorial contest that pits him against his former ally and fellow Avenger—the Incredible Hulk!

"Thor: Ragnarok" is directed by Taika Waititi and returns Chris Hemsworth starring as Thor and Tom Hiddleston reprising his role as Loki. They are joined by Cate Blanchett, Idris Elba, Jeff Goldblum, Tessa Thompson and Karl Urban, with Mark Ruffalo and Anthony Hopkins.

Kevin Feige is producing with Louis D'Esposito, Victoria Alonso, Brad Winderbaum, Thomas M. Hammel and Stan Lee serving as executive producers. Eric Pearson and Craig Kyle & Christopher L. Yost wrote the screenplay. Marvel Studios' "Thor: Ragnarok" thunders into U.S. theaters on November 3, 2017.