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New Museum to Celebrate Legacy of *Star Wars* Fandom

**It Aims to Bring Together Four of the
World's Largest *Star Wars* Collections**

Fundraising and Site Selection Now Underway

5 October 2024 – Seattle, WA and Petaluma, CA: A new chapter in the ***Star Wars*** universe is being written, not in a galaxy far, far away, but right here on Earth. **The Saga Museum® of *Star Wars* Memorabilia** (<https://RanchoObiWan.org/TheSagaMuseum/>) aims to bring together four of the world's largest *Star Wars* collections—comprising over 1.5 million objects—into one groundbreaking, immersive experience. This highly anticipated museum will offer fans a galactic range of exhibits, programs, and amenities designed to be both fun and inspirational, while celebrating the rich legacy of *Star Wars*. Plans for the new museum were announced Saturday night at a fundraising event at **Seattle's Museum of Pop Culture (MoPOP)**.

“Since Princess Leia’s spaceship first sped across the big screen and our collective consciousness 47 years ago, *Star Wars* fandom has continued to grow and evolve,” said **Steve Sansweet, founder of the nonprofit Rancho Obi-Wan**, the world’s largest collection of *Star Wars* memorabilia as recognized by **Guinness World Records**. “This new museum is for everyone who has ever felt inspired by *Star Wars* and its continuing legacy. It will be a place where the creative minds of tomorrow can come and dream.”

The mission of the nonprofit is to share the fun and excitement of *Star Wars* and to deliver a robust suite of meaningful educational, aesthetic, intellectual, and cultural exhibitions and programming for multiple generations.

“Our intention is that this combined *Star Wars* memorabilia collection will serve a higher purpose,” Sansweet said. “The legacy of *Star Wars* is coming full circle to help teach science, technology, robotics, engineering, art, and mathematics in this new museum.”

The founding collections at The Saga Museum are from some of the most renowned *Star Wars* collectors in the world:

Steve Sansweet—Rancho Obi-Wan: Executive Chairman and Founder of Rancho Obi-Wan, Steve's collection is certified by Guinness World Records as the largest *Star Wars* memorabilia collection globally. Steve was Director of Content Management & Head of Fan Relations for Lucasfilm for 15 years and is the author of 17 official *Star Wars* books.

Gus Lopez—Bobacabana: Creator of the *Star Wars* Celebration Collecting Track and co-author of several *Star Wars* books and many articles. Gus' collection includes rare and one-of-a-kind items like original art, toys, awards, and screen-used movie memorabilia.

Duncan Jenkins—The Sithsonian: Known for his international presentations at *Star Wars* conventions, Duncan's collection is one of the most comprehensive in the world, with a focus on international and unique memorabilia. He has also coauthored four *Star Wars* collectibles books.

Lisa Stevens & Vic Wertz—Imperial Archives: Lisa, one-time president of the Official *Star Wars* Fan Club and *Star Wars* Brand Manager at Wizards of the Coast, and Vic, former associate editor of *Star Wars* Insider, have a collection rich in modern toys and high-end limited-edition collectibles.

“The Saga Museum is a natural extension of Rancho Obi-Wan,” said **Anne Neumann, President** of the nonprofit museum located in Petaluma, California north of San Francisco that opened to the public in 2011. “Rancho Obi-Wan

has inspired thousands of visitors through the 'Force' of imagination. Our intention is that The Saga Museum will build on that mission and legacy.”

The founding team, with decades of experience in collecting, curating, and preserving *Star Wars* memorabilia, has been consulting with museum professionals and fundraising experts to help ensure the success of this new venture. **The Saga Museum has launched a campaign to raise \$2 million for a two-year planning phase**, which will involve working with cities across the United States to identify a permanent, engaging world-class museum design firms, hiring an architectural firm to draft renderings, and executing a capital campaign to fund construction.

“We want The Saga Museum to be a place where everyone, from hardcore fans to casual visitors, can experience the magic of *Star Wars* in new ways,” said **Neumann**. “It’s an opportunity to explore how these stories have impacted not just pop culture but the world at large.”