

Brands We Know

Star Wars





**Jump into the cockpit and
take flight with **Pilot books**.
Your journey will take you on
high-energy adventures as you
learn about all that is wild,
weird, fascinating, and fun!**

This is not an official Star Wars book. It is not approved by or connected with the Star Wars Brand, Lucasfilm, or The Walt Disney Company.

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What Is Star Wars?

Two kids grab lightsabers and raise them high. They are playing characters from Star Wars. The kids choose roles. One plays Luke Skywalker, a Jedi Knight. The other pretends to join the dark side of the Force as Darth Vader. Is Luke strong enough to defeat Vader? The **duel** is on! Today, the Force is with Luke. The Jedi wins!

Star Wars is a popular **space opera** about characters from a faraway galaxy. A company called Lucasfilm makes the movies. Its **headquarters** is in San Francisco, California. Today, The Walt Disney Company owns Lucasfilm. Movies are an important part of the Star Wars **brand**. The brand also includes video games, cartoon series, and books. Star Wars action figures and other toys are also top sellers. The Star Wars brand is worth around \$42 billion. It is one of the most successful **franchises** in history!



By the Numbers

worth
\$42 billion
in 2017

\$12 billion
in Star Wars toy sales
over time

more than
33 million
copies of LEGO Star Wars
video games sold

more than
\$7 billion
in worldwide box
office earnings

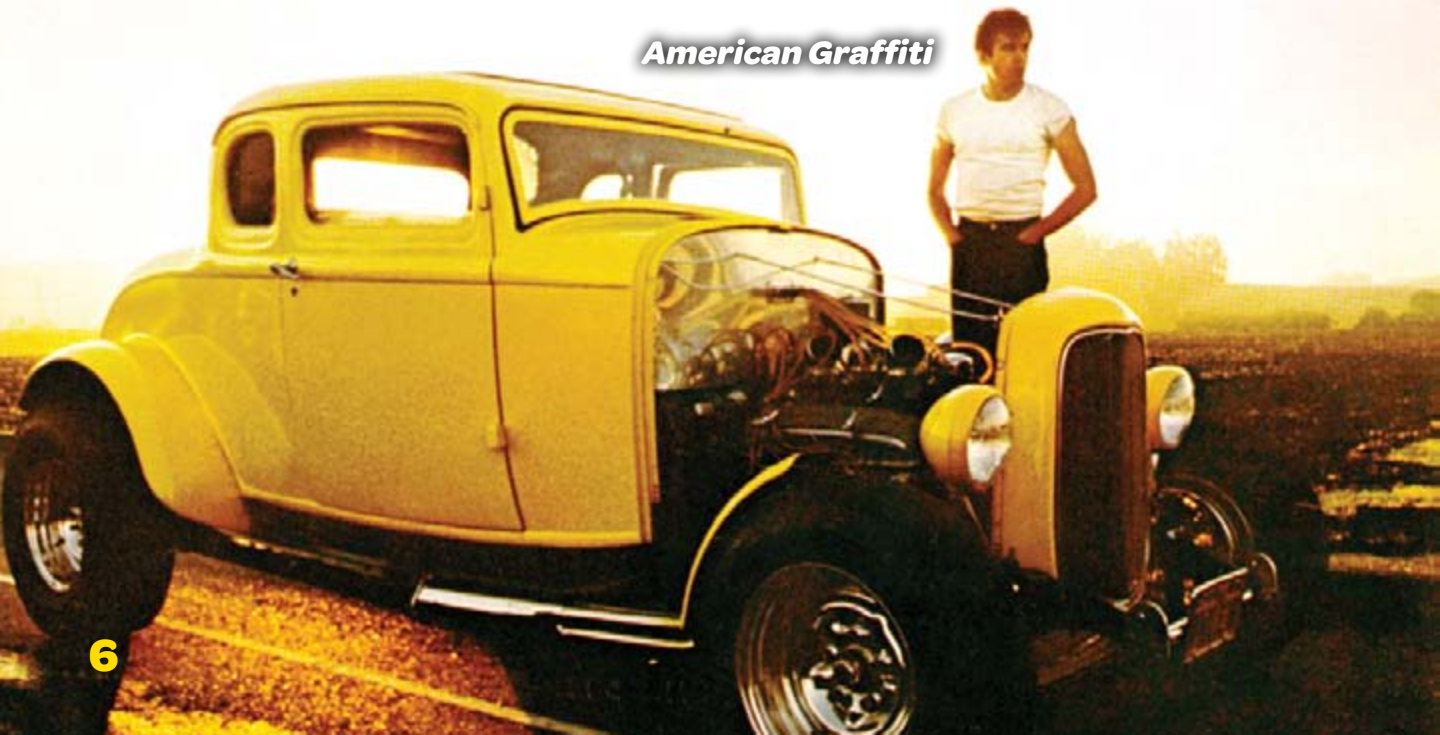
more than
100
Star Wars video
games

more than
\$4 billion
paid for Lucasfilm
by Disney

Lucasfilm headquarters,
San Francisco, California

Reaching For The Stars

Star Wars was created by a man named George Lucas. In the early 1970s, George wrote a **script** for a movie set in outer space. It was called *The Star Wars*. But George was not yet ready to create the movie. Instead, he worked on other projects for his film studio, Lucasfilm. His first success came with *American Graffiti* in 1973. It was a surprise hit!



Luke Skywalker

Princess Leia

Han Solo

Episode IV: A New Hope

After the success of *American Graffiti*, George was ready to work on *The Star Wars*. He convinced a company called 20th Century Fox to help him make the movie. After some changes, the movie was released as *Star Wars* in 1977. It was later renamed *Episode IV: A New Hope*. The movie told the story of the Rebel **Alliance** as it fought against Darth Vader and the Galactic Empire. Audiences loved Luke Skywalker, Princess Leia, and other Star Wars characters. The movie made \$786 million at the **box office!**

Film Favorites

R2-D2 and C-3PO are the only characters to appear in every Star Wars film.



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