

NEWS RELEASE

In New 'PSA' From Liquid Death and Cineverse, The Toxic Avenger (Peter Dinklage) Explains the Dangers of High-Sugar Soda

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New Campaign Launches Today Ahead of Unrated Film's Theatrical Release on August 29, 2025 – Because this Radioactive Mutant Superhero Won't Put Soda in His Body

LOS ANGELES, Aug. 19, 2025 /PRNewswire/ -- **Cineverse** (Nasdaq: CNVS), a next-generation entertainment studio, has launched a new campaign with **Liquid Death**, one of the fastest growing non-alcoholic beverage brands, for a unique brand partnership leading into the August 29, 2025 wide theatrical release of **The Toxic Avenger Unrated**. The core piece of the campaign launching today has a 'PSA' from Toxie himself (portrayed by Peter Dinklage) about the dangers of high-sugar soda. ([Buy tickets here!](#))





Liquid Death – whose soda-flavored sparkling waters are available at Amazon, Target, Walmart, Whole Foods, Ralphs, and more, with each can containing just 10 calories, 2 grams of sugar, and no artificial sweeteners – is featuring the PSA at <https://liquiddeath.com/toxicavenger>. This marks Liquid Death's first partnership with a superhero who's literally made of toxic waste.

The anti-hero janitor turned superhero may have fallen into a vat of toxic chemicals, but he knows that the amount of sugar packed into traditional sodas is bad news. In this new spot, Peter Dinklage's Winston Gooze crashes high school hallways and educates kids on the dangers of sugary soda. The spot and related creative is rolling out starting this week across digital, social media and out-of-home (the latter via a digital billboard in Times Square, NYC, operated by OUTFRONT Media).

Watch the spot here!

The non-rated horror/comedy movie, written and directed by Macon Blair (I Don't Feel At Home in This World Anymore, writer for Marvel Comics/Dark Horse Comics), is produced by Legendary Entertainment and distributed by Cineverse. Based on Troma Entertainment President and Co-founder Lloyd Kaufman's "THE TOXIC AVENGER" franchise, which first debuted four decades ago, the new film features an all-star cast including Dinklage, Kevin Bacon (Footloose, Hollow Man), Elijah Wood (The Lord of the Rings franchise), Jacob Tremblay (Room, Wonder), and Taylour Paige (Beverly Hills Cop: Axel F, Zola).

When a downtrodden janitor, Winston Gooze (Dinklage), is exposed to a catastrophic toxic accident, he's transformed into a new kind of hero: The Toxic Avenger. Now, Toxie must rise from outcast to savior, taking on ruthless corporate overlords and corrupt forces who threaten his son, his friends, and his community. In a world where greed runs rampant... justice is best served radioactive.

THE TOXIC AVENGER

Premieres August 29, 2025

Run Time: 102 minutes | **Rating:** Not Rated

WRITTEN AND DIRECTED BY: Macon Blair

BASED ON: Lloyd Kaufman's "THE TOXIC AVENGER"

PRODUCER: Legendary Entertainment

DISTRIBUTOR: Cineverse

OFFICIAL RED BAND TRAILER

TOXIE ON SOCIAL:

Instagram

X

Facebook

TikTok

BlueSky

PUBLICITY MATERIALS

About Cineverse Motion Pictures Group

Cineverse super-serves passionate audiences by distributing content across all windows and platforms, from theatrical to digital to physical. Following the breakout **box office success** of Terrifier 3, upcoming releases include the franchise expansions of The Toxic Avenger (August 29, 2025) and Silent Night, Deadly Night (December 12, 2025). Coming in 2026 include its first kids and family theatrical release, Air Bud Returns, as well as Return to Silent Hill (January 23, 2026) and Wolf Creek: Legacy, with more to be announced soon.

About Cineverse

Cineverse (Nasdaq: CNVS) is a next-generation entertainment studio that empowers creators and entertains fans with a wide breadth of content through the power of technology. It has developed a new blueprint for delivering entertainment experiences to passionate audiences and results for its partners with unprecedented efficiency, and distributes more than 71,000 premium films, series, and podcasts. Cineverse connects fans with bold, authentic, independent stories. Properties include the **highest-grossing non-rated film in U.S. history**; dozens of streaming fandom channels; a premier podcast network; top horror destination Bloody Disgusting; and more. Powering visionary storytelling with cutting-edge innovation, Cineverse's proprietary streaming tools and AI technology drive revenue and reach to redefine the next era of entertainment. For more information, visit **home.cineverse.com**.

About Liquid Death

As one of the fastest growing non-alcoholic beverage brands, Liquid Death uses comedy and entertainment to

make health and sustainability 50 times more fun. We take low-calorie beverages and package them into infinitely recyclable cans that compete with the fun marketing of unhealthy brands across beer and junk food. Our product lines include mountain water, soda-flavored sparkling water, iced tea, and more. We donate a portion of our proceeds to help kill plastic pollution. For more information on Liquid Death please visit liquiddeath.com.

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