

**Dragon Con**  
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## **DRAGON CON 2016 Fact Sheet**

**EVENT:** Dragon Con celebrates its 30<sup>th</sup> annual convention in 2016.

**DESCRIPTION:** Dragon Con is the internationally known pop culture convention held each Labor Day in Atlanta. Organized for fans, Dragon Con features more than 3,300 hours of comics, film, television, costuming, art, music and gaming over four days.

**WHEN:** September 2 – September 5, 2016 (Labor Day Weekend)

**WHERE:** Hyatt Regency Hotel, Marriott Marquis, Atlanta Hilton, Sheraton Atlanta Hotel, Westin Peachtree Plaza, and AmericasMart Buildings 1 and 2 in Atlanta, Georgia

Registration will be located at the Sheraton Atlanta Hotel.

**ATTENDANCE:** More than 70,000 fans, dealers, artists, guests, and volunteers attended Dragon Con in 2015. Dragon Con 2016 is expected to draw more than 75,000 unique visitors.

Registration is open to the public. Four-day memberships are \$120 until July 15 and \$130 until August 19. Four day memberships are \$150 between August 20 and August 30, when prices return to \$130 but are only available on-site. One day memberships are also available, and can be purchased on-site at the Sheraton Atlanta Hotel only. Credentialed members of the news media may attend free of charge with advanced approval.

**CHARITY:** This year's official charity is the Atlanta Center for Self Sufficiency.

In its fundraising efforts in 2015, Dragon Con raised about \$100,000 for the Lymphoma Research Foundation – Georgia Market through convention-based auctions, special merchandise sales, special events and a dollar for dollar match, up to \$50,000, of any money raised for its official charity.

Since 2005, Dragon Con has raised more \$526,000 for its official charities, which change each year.

Dragon Con's annual Robert A. Heinlein "Pay It Forward" blood drive regularly attracts record turnout, with some 3,000 people donating more than 6,000 units of blood and blood products each year. The annual drive – consistently ranked as the largest convention-based blood drive – benefits LifeSouth, which serves more than 40 hospitals in the Atlanta area and 110 hospitals in the Southeast.

**MAJOR EVENTS:** Major events include our Annual Parade down Peachtree Street, the inaugural Dragon Awards for fantasy and science fiction literature, Guest of Honor Awards Banquet, Masquerade, and Dragon Con Night at the Georgia Aquarium.

**PROGRAMS:** The actors, writers and artists that come to Dragon Con are the backbone of the show. In 2016, we are looking forward to Karl Urban, William Shatner, Alex Kingston, James Marsters, Charlie Cox, Jack Gleeson, and Robin Lord Taylor will be among the all-star guest list that covers television, movies, literature, comics, gaming and other realms. Attendees have the chance to meet their favorites in the Walk of Fame and elsewhere at the convention.

Members and guests can also participate in panels, workshops, and contests hosted by more than 35 different fandoms covering everything from science fiction and fantasy, gaming, comics, science, literature, puppetry and film. Workshops give attendees a chance to work closely with experts on writing, art, acting, costuming, and astronomy. Other programming events include live concerts, puppet shows, late night parties, DJ hosted dances and Thursday Night Wrestling.

**WEBSITE:** [www.dragoncon.org](http://www.dragoncon.org)