

Dragon Con
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DRAGON CON 2020 Fact Sheet

EVENT: Dragon Con celebrates its 34th annual convention in 2020.

DESCRIPTION: Dragon Con is the internationally known pop culture convention held each Labor Day in Atlanta. Organized for fans, Dragon Con features more than 3,500 hours of comics, film, television, costuming, art, music, and gaming over five days.

WHEN: Thursday, September 3 – Monday, September 7, 2020 (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 85,000 fans, dealers, artists, guests, and volunteers attended Dragon Con in 2019. Dragon Con 2020 is expected to draw more than 90,000 attendees.

Registration is open to the public. Pricing for five-day memberships are stepped throughout the year, ranging from \$90 immediately after the show to \$140 at the convention. One-day and multi-day memberships are also available, and can be purchased on-site at the Sheraton Atlanta Hotel. Credentialed members of the news media may attend free of charge with advanced approval.

CHARITY: This year's official charity is Big Brothers Big Sisters of Metro Atlanta.

In its fundraising efforts in 2019, Dragon Con raised more than \$110,000 for American Heart Association's Georgia affiliate through convention-based auctions, special merchandise sales, special events and a dollar for dollar match, up to \$100,000, of any money raised for its official charity.

Dragon Con's annual Robert A. Heinlein "Pay It Forward" blood drive regularly attracts record turnout, with some 3,600 people donating more than 10,000 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 Dragon Awards for fantasy and science fiction literature, Masquerade and The Chosen costume competitions, and Dragon Con Night at the Georgia Aquarium.

PROGRAMS: The actors, writers, artists, and other creators who come to Dragon Con are the backbone of the show. In 2019, Dragon Con welcomed David Tennant, Lana Parrilla, George Takei, Cary Elwes, Freema Agyeman, Zachary Levi, Ralph Macchio, Cress Williams, Robert Englund, pop duo Aly & AJ and 400 other creators from the worlds of 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