

Dragon Con
PO Box 16459
Atlanta, GA 30321-0459
Phone: 404-669-0773

Dan Carroll
Director, Media Engagement
dancarroll@dragoncon.org
Phone: 404-692-1958

DRAGON CON 2024

Fact Sheet

EVENT: Dragon Con celebrates its 38th annual convention in 2024.

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, August 29 – Monday, September 2, 2024 (Labor Day Weekend)

WHERE: Hyatt Regency Hotel, Marriott Marquis, Atlanta Hilton, Courtland Grand, Westin Peachtree Plaza, and AmericasMart Buildings 2 and 3 in Atlanta, Georgia

Registration will be located at the Courtland Grand.

ATTENDANCE: About 70,000 fans, dealers, artists, guests, and volunteers attended Dragon Con in 2023. Dragon Con 2024 is expected to draw a similar number of attendees.

Registration is open to the public. Pricing for five-day memberships are stepped throughout the year, ranging from \$100 immediately after the show to higher at-the-door price yet to be determined for 2024. One-day and multi-day memberships are also available and can be purchased online in advance beginning in early August. Credentialed members of the news media may attend free of charge with advanced approval.

CHARITY: This year's official charity is Arthritis Foundation, Georgia chapter.

In its fundraising efforts in 2023, Dragon Con raised more than \$273,000 for CURE Childhood Cancer – a record figure – through convention-based auctions, special merchandise sales, special events and a dollar-for-dollar match, up to \$125,000, 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 3,700 people donating nearly 10,000 units of blood and blood products each year. The annual drive – consistently ranks as the largest convention-based blood drive – benefits LifeSouth, which serves more than 25 hospitals in the Atlanta area and 125 hospitals across the Southeast.

MAJOR EVENTS: Major events include our Annual Parade down Peachtree Street, the Dragon Awards for fantasy and science fiction literature, Masquerade costume competition, 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 2023, Dragon Con welcomed George Takei, Sean Astin, Elijah Wood, Andy Serkis, Mythbuster's Adam Savage, television creator Marty Krofft with his creation H. R. Pufnstuf, 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 some 38 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