



October 11, 2017

Capital City Comic Con establishes major new event for Victoria

VICTORIA, B.C. – Going beyond the efforts of mere mortals, a terrific trio of community-minded organizations is ready to unveil a project that will unite super fans of all things pop culture.

The first annual Capital City Comic Con is set for March 16-18, 2018, at the Victoria Conference Centre and Crystal Garden.

For three days, Victoria will embrace the nerd life with thousands of fans expected to arrive in the city for a celebration of comics, toys, games and a chance to meet celebrities from the worlds of science fiction and fantasy.

"This is exciting news for everyone who loves pop culture, cosplay and meeting their screen heroes in person," says Candice Woodward, of Cherry Bomb Toys, noting that Victoria has earned a reputation as "Nerdvana" due to its unique culture of collectors. "We are really looking forward to having a singular event that brings together everything from celebrity experiences to table-top gaming to hands-on experiences with LEGO® masters."

Capital City Comic Con represents the collaborative efforts of Tourism Victoria, the Downtown Victoria Business Association and the National Toy Museum of Canada — represented by Cherry Bomb Toys.

"Tourism Victoria has invested significant time and effort with our partners into the creation of Capital City Comic Con. This will bring thousands of passionate fans into our destination, creating an anchor event for the tourism industry outside of our traditional high season," says Paul Nursey, President and CEO of Tourism Victoria. "We're looking forward to helping make this a great event and continuing to execute on our business events strategy which is focused on building off-peak season business providing further strength and resiliency to our destination."

Victoria's event takes place on the first weekend of Spring Break and two weeks after the hugely popular Emerald City Comic Con in Seattle. Almost 100,000 people now attend that event, which had its start in 2003 with a crowd of 2,500.

"The hope is for Capital City Comic Con to become part of the circuit of major gaming and pop culture conventions on the West Coast," says Kerri Milton, Executive Director of the Downtown Victoria Business Association. "We know it's going to be an incredible experience for participants and for our city that will showcase the very best of what Victoria downtown has to offer."

More information is available at CapitalCityComicCon.ca.



About Tourism Victoria: Greater Victoria's official, not-for-profit Destination Marketing Organization works in partnership with more than 950 businesses and municipalities in Greater Victoria.

About DVBA: The Downtown Victoria Business Association is a proactive champion for Victoria's downtown business community. The DVBA works hard to promote the economic vitality of the downtown core through events, promotions, programs and advocacy.

About The National Toy Museum of Canada: The National Toy Museum of Canada is a non-profit organization dedicated to preserving the history of toys in the heart of downtown Victoria.

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