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**THROUGH THE RAIN COMICPALOOZA 2019 SHINED***Pop Culture Festival Announces Return to Memorial Day Weekend in 2020*

**HOUSTON, TX (May 15, 2019)** — With a superstar lineup, and despite challenging weather conditions, Comicpalooza welcomed 45,923 attendees from 46 states and 16 countries during the three-day event held May 10-12. Texas' largest pop culture festival also revealed it will make its annual return to the George R. Brown Convention Center Memorial Day weekend May 22-24, 2020.

“Rain or shine, Comicpalooza continues to stand out as one of Houston’s premier annual events, as well as one of the leading pop culture conventions in the country. With a spectacular lineup that included Emilia Clarke and Nathalie Emmanuel at critical moments in the final season of ‘Game of Thrones’, along with other fan favorites, the show continues to draw audiences from all over the country,” said Michael Heckman, President of Comicpalooza and Senior Vice President of Houston First Corporation. “The overwhelming number of positive attendee testimonials speaks to our steadfast commitment to delivering exceptional fan experiences.”

Fans flocked from near and far to the George R. Brown Convention Center dressed to the nines in their favorite character costumes to enjoy hundreds of hours of action-packed programming and entertainment hosted at the three-day festival. The rain didn’t deter Houstonians and tourists alike from taking over the exhibition hall for interactive panel sessions with top tier talent that included Grant Gustin, Wilmer Valderrama, Dan Fogler, cast members from ‘The Tick’ and the ‘Star Trek’ franchise in addition to Clarke and Emmanuel, each creating individually unique panels and leaving lasting impressions with the guests in attendance.

The fun didn’t stop there! Families were found exploring the plethora of special events throughout the weekend including the Comicpalooza Cosplay contest, a Live Art Charity Auction, the Comicpalooza Film Festival, Maker’s Space, NASA, and the after-hours Celebrity Karaoke, among other well-attended events.

An exciting new addition to the event, ESPN’s Collegiate Esports Championship (CEC), delivered an interactive gaming experience, while tapping into a new demographic of attendees for Comicpalooza. Universities from across the country went head-to-head in popular games Hearthstone, Heroes of the Storm, Overwatch, Starcraft II, and Street Fighter V. The high-energy, high-impact area proved to be a fan favorite for many esports geeks, who were found in the bleachers cheering on winners. Each winning team competed for prizing in the form of scholarships.

Featured partners for the event included BBVA Compass, Coca Cola, Papa John’s Pizza Houston, GEICO, Saint Arnold Brewing Co., Halo Outpost Discovery, Sprint, Rest & Relax, Timewise, Houston Outlaws, GameStop, AMD and Techland Houston.



For additional information about the event, visit [www.comicpalooza.com](http://www.comicpalooza.com).

## **About Comicpalooza**

Comicpalooza is a unique, multi-format pop culture event featuring more than 1,000 hours of diverse, interactive programming that spans across Comic Books, Gaming, Films, Anime, Cosplay, Literature, Maker's Space, Education, Children's Programming and Entertainment.

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