



SAKURA-CON

**Pacific Northwest Anime
Convention**

www.sakuracon.org
www.ancea.org

**3702 South Fife St., Suite K2,
PMB 78, Tacoma, WA 98409**

Sakura Con 2011 Fact Sheet

Purpose:

Hosted by the Asia-Northwest Cultural Education Association (ANCEA), Sakura-Con is the first and largest Japanese Animation Convention in the Northwest. ANCEA is a volunteer run Washington State and Federal non-profit organization. Sakura-Con is ANCEA's main realization of its mission to support Asian Cultural Education. Sakura-Con is committed to providing people of all ages an opportunity to learn more about anime, manga, gaming, and Japanese culture—both traditional and contemporary.

Year Founded: 1998. **2010 Attendance:** 19,040 individual members (w/press, industry and guests) Over 60% of all attendees came for all three days (making an approximate “turnstile” attendance of over 35,000 *note turnstile or total daily count is commonly reported as “total attendance”).

Projected 2010 Member Attendance: 20,000+ individual members

Since 1998 Sakura-Con has grown by staggering numbers. Sakura-Con started with 313 attendees in its inaugural year. Member attendees generally attend all three days, and 75% indicate they do not attend other anime conventions. **Sakura-Con 2011 will be at the Washington State Convention and Trade Center April 6th-8th and will run around the clock.**

Fan Origin: Fans come to Sakura-Con from 36 States, Australia, Canada, Japan, Malaysia, Mexico, Norway & the UK. The top ten states were Washington, Oregon, California, Idaho, Utah, Alaska, Nevada, Michigan, Colorado, and Texas. Approximately half our member attendees are from outside the Seattle area, 77% are from Washington State, 23% are from outside of the state. 4% of these attendees are international visitors.

Demographics: Approximately 61% of attendees are male and 39% are female. All ages from infants to 60+ are represented in our attendee pool. 53% of our attendance was in the 18-26 age range, the largest group, with 27-44 year olds, being next largest at 22%. 14-17 year olds made 13% of the attendee pool, under 13 were 5%, and over 45 were 7%. Professions of attendees vary widely: from laborers to lawyers, computer programmers to service professionals and students to military personnel. People from all walks of life seem to enjoy Sakura-Con.

Press Attendance: International news services such as National Public Radio, Reuters and The Japan Times have covered Sakura-Con's role in the Japanese pop culture market in the United States. Sakura-Con has been covered in the greater Puget Sound area by: The Seattle Times, Seattle PI, King 5, KIRO, Q13-Fox, Kong TV, The Seattle Channel, The North American Post, Soy Source, Jungle.com, The Stranger, KGRG radio and many fan and student based sources.