



FOR IMMEDIATE RELEASE

Contact: Peter Tatara
peter@leftfieldmedia.com

ANIME NYC CONVENTION TO LAUNCH IN 2017 *Crunchyroll Presents Celebration of Anime and Manga in New York City*

NEW YORK, NY (September 20, 2016) - LeftField Media today announced the debut of Anime NYC, a new convention focused on anime, manga, and Japanese pop culture launching next year in New York City. The first Anime NYC will take place November 17-19, 2017 in Midtown Manhattan's Javits Center and bring fans together with guests from Japan and publishers across America. Anime NYC will be presented by anime streaming portal Crunchyroll and built with the support of industry partners Funimation, VIZ Media, and Kinokuniya Bookstore.

Anime NYC is the creation of LeftField Media, a boutique event company also responsible for Play Fair, a toy and family entertainment celebration run with the Toy Industry Association, and Awesome Con, Washington DC's Comic Con.

"Anime and manga have never been more prolific in America, with anime conventions in other cities bringing together as many as 100,000 attendees," said Greg Topalian, founder of LeftField Media. "Yet while New York City is the largest city in America, no large event championing Japanese pop culture calls it home. Anime NYC will change this, and once established, we believe Anime NYC has the potential to become the largest anime convention on the East Coast."

"It's been years since there's been a dedicated anime convention in the Javits, and we're excited to have the opportunity to support a show in New York," said Dallas Middaugh, Crunchyroll's head of content management. "The LeftField team already has amazing experience working on anime shows, and it's great to have the chance to help bring the best of anime and manga to East Coast fans at Anime NYC."

Crunchyroll - the world's largest anime streaming service, with more than 20 million registered users and over 750,000 paid subscribers - will present premiere screenings and special guests throughout Anime NYC, and Crunchyroll Premium Members can expect exclusive benefits at the event. Attendees overall will enjoy appearances by some of the biggest creators in Japan, extensive screenings, robust panel sessions, and features from anime, manga, and cosplay to Japanese toys, games, food, and fashion from

brands across the Japanese pop culture spectrum, headlined by Funimation, VIZ Media, and Kinokuniya Bookstore.

“New York is a city where Japanese performers hold sold-out concerts and Japanese films receive North American premieres. Various events touch Japanese pop culture here, but no major event exists specifically for the anime and manga community,” said Peter Tatara, LeftField’s head of content. “There’s a demand from fans for an event to call their own, and I’m proud to work with our friends across the anime and manga worlds to create Anime NYC.”

Anime NYC tickets and details will be released this November, and fans looking to learn more can sign up for the Anime NYC newsletter at animenyc.com and follow the event on [Facebook](#) and [Twitter](#).

About Anime NYC

Anime NYC is New York City’s anime convention! A showcase of the best of Japanese pop culture in the biggest city in America, Anime NYC brings anime fans and publishers together for three days of unique exhibits, exclusive screenings, extensive panels, and appearances by some of the biggest creators in Japan. Join us for a celebration of Japanese animation, manga, cosplay, movies, food, fashion, travel, technology, toys, and games in the heart of NYC! For more, visit animenyc.com.

About Crunchyroll

Crunchyroll is the destination for the largest and latest lineup of anime, manga, merchandise, and exclusive content in the world. Crunchyroll brings hit shows to millions of viewers around the world and allows them to purchase related merchandise through its online store. Through its app on game consoles, set-top boxes, mobile devices, and more, Crunchyroll delivers content from leading Asian media producers directly to viewers translated professionally in multiple languages. The service is available for free or through a premium offering that allows users to watch ad-free with access to simulcasts - top anime series available immediately after Japanese broadcast. Crunchyroll’s majority investor is Otter Media, a joint venture between AT&T and The Chernin Group. Crunchyroll has offices in San Francisco, Los Angeles, and Tokyo and is a member of the Association of Japanese Animations (AJA). For more information, visit crunchyroll.com.

About LeftField Media

LeftField Media, LLC is an events company focused on developing face-to-face events in a range of communities rooted in contemporary culture and shared passion. LeftField was formed in 2014 by Greg Topalian (President, LeftField Media) and is now owned by Topalian and Clarion Events Ltd. With a keen sense of the ever-evolving needs of businesses and their consumers as well as new opportunities created by change, LeftField takes a clean slate approach to business. LeftField’s portfolio includes Play Fair (playfairny.com), a family-focused celebration of toys and play built with the Toy Industry Association, and Awesome Con (awesomecon.com), Washington DC’s Comic Con. LeftField Media is headquartered in historic South Norwalk, CT. For more, visit leftfieldmedia.com.

###