



## Skylanders® is Heading to San Diego Comic-Con!

***Fans Attending San Diego Comic-Con Invited to Participate in Costume Contest at Official Skylanders Panel, with More Than \$5,000 in Prizes***

Activision Publishing, Inc.:

**WHAT:** *Skylanders*, the video game that pioneered the Toys-to-Life™ genre, will descend upon San Diego Comic-Con for the first time in the franchise's history starting on July 24. Fans will be among the first in the world to get hands-on experience with *Skylanders Trap Team*™, the newest installment to the *Skylanders* franchise. To celebrate, Activision Publishing, Inc. will award more than \$5,000 in prizes to the best *Skylanders* costumes of the show. Fans now have a chance to bring their creativity to life by dressing up as one of their favorites, such as Spyro, Stealth Elf, Eruptor, Kaos or any of the characters from the *Skylanders* universe.

The costume contest will take place at the San Diego Comic-Con panel, "*Skylanders: The Creative Process of Bringing Toys to Life*," where members of the *Skylanders* team will offer insights into the development process of one of the world's most beloved and successful Toys-to-Life video game franchises. Panel speakers include comic book writer Ron Marz (*Green Lantern*, *DC vs. Marvel*), famed voice of Kaos Richard Horvitz (*Invader Zim*, *Billy and Mandy*), Activision's Senior Vice President of Consumer Marketing, John Coyne, and Toys for Bob's Director of Toy and Character Development, I-Wei Huang.

Prizing for the costume contest is as follows:

- **Grand Prize: \$4,000**
- **Runner Up: \$1,000**
- **2<sup>nd</sup> Runner Up: Collection of rare Skylanders toys**

**WHEN:** Thursday, July 24, 2014  
**Media Call Time:** 5:45 p.m.  
**Event Begins:** 6:00 p.m.

**WHERE:** San Diego Convention Center, Room 7AB  
111 W. Harbor Dr. San Diego, CA 92101

### **MEDIA OPPORTUNITIES:**

- Footage/Photos of the "*Skylanders: The Creative Process of Bringing Toys to Life*" panel
- Costumed fans lining up to show off their cosplay creations
- Interviews with excited costumed fans winning prizes

***To request an interview, please contact:***

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Source: Activision Publishing, Inc.

