



Action Figures take to the Streets of Downtown Calgary

What: Downtown Calgary and the Calgary Comic & Entertainment Expo are bringing the heroes of pop-culture to the streets of Calgary with: **POW! Parade of Wonders**. The Surprise Parade Marshall, will lead hundreds of dressed-up fans as they take the phenomenon of "cosplay" to the streets. From Star Wars to Star Trek, from Game of Thrones to Doctor Who, characters will all be out in full regalia! Bring your camera and vote for your favorite section on Downtowncalgary.com.

Where: Festival Market in Eau Claire to Olympic Plaza via Barclay Parade to Stephen Avenue Walk

When: Friday, April 26, 2013
10am – 11am: Parade Participants Check-in
11am – 12pm: Parade
12pm: Calgary Expo Opening Ceremony remarks at Olympic Plaza

Action: Come out and be apart of it! Pre-Register for Parade (Registration Open: April 3)
www.bit.ly/powregister

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ABOUT DOWNTOWN CALGARY

Calgary Downtown Association is a Business Revitalization Zone established under the Alberta's Municipal Government Act that represents 3,000 businesses in a 120-block area in the centre of the city. This area comprises over 50 million square feet of office, hotel, retail, restaurant, entertainment, attractions, cultural and government buildings. It was formed as a result of a petition by Downtown businesses in November 1988 and is funded primarily by a levy on the business taxes paid by Downtown businesses.

ABOUT CALGARY EXPO Tickets available at www.CalgaryExpo.com

Calgary Comic & Entertainment Expo is a non-profit organization showcasing pop culture including comics, sci-fi, gaming, anime, cartoons, fantasy, and horror. Since 2006, the convention has grown to host over 60,000 attendees in 2012 and is Canada's second largest pop culture convention. Guests include: Stan Lee, Gillian Anderson, John Carpenter, Nathan Fillion, and more. April 26 - 28, 2013 at BMO Centre, Calgary, AB.

ABOUT COSTUME ROLEPLAY

Subcultural phenomenon of Cosplay (short for Costume Roleplay) will take over The Calgary Expo. Cosplay is one of the most dynamic parts of The Calgary Expo. Cosplayers fuse performance art, pop culture, and costume centered around role play specific to their favourite characters from comics, video games, movies, anime, and other pop culture.