Overview

Pop Culture Classroom is a Denver-based education nonprofit whose mission is to inspire a love of learning increase literacy, celebrate diversity and build community through the tools of popular culture and self-expression.

Pop Culture Classroom fulfills its mission through two major programs: Denver Comic Con and The Classroom.

Denver Comic Con is a 3-day, family-friendly pop culture fan extravaganza, featuring the best in pop culture entertainment. Proceeds from this annual event benefit Pop Culture Classroom's educational endeavors throughout the year.

The Classroom gives educators fresh, innovative materials and training that use the power of pop culture to bring their classroom to life.

The Classroom

Pop Culture Classroom provides high quality educational resources to school districts, teachers and community organizations through The Classroom program. Offerings include:

• Storytelling Through Comics is a comics-based curriculum that introduces students to comic book culture and promotes their artistic and literacy skills.

• Game On! is a play-based curriculum wherestudents learn about and develop their own board games.

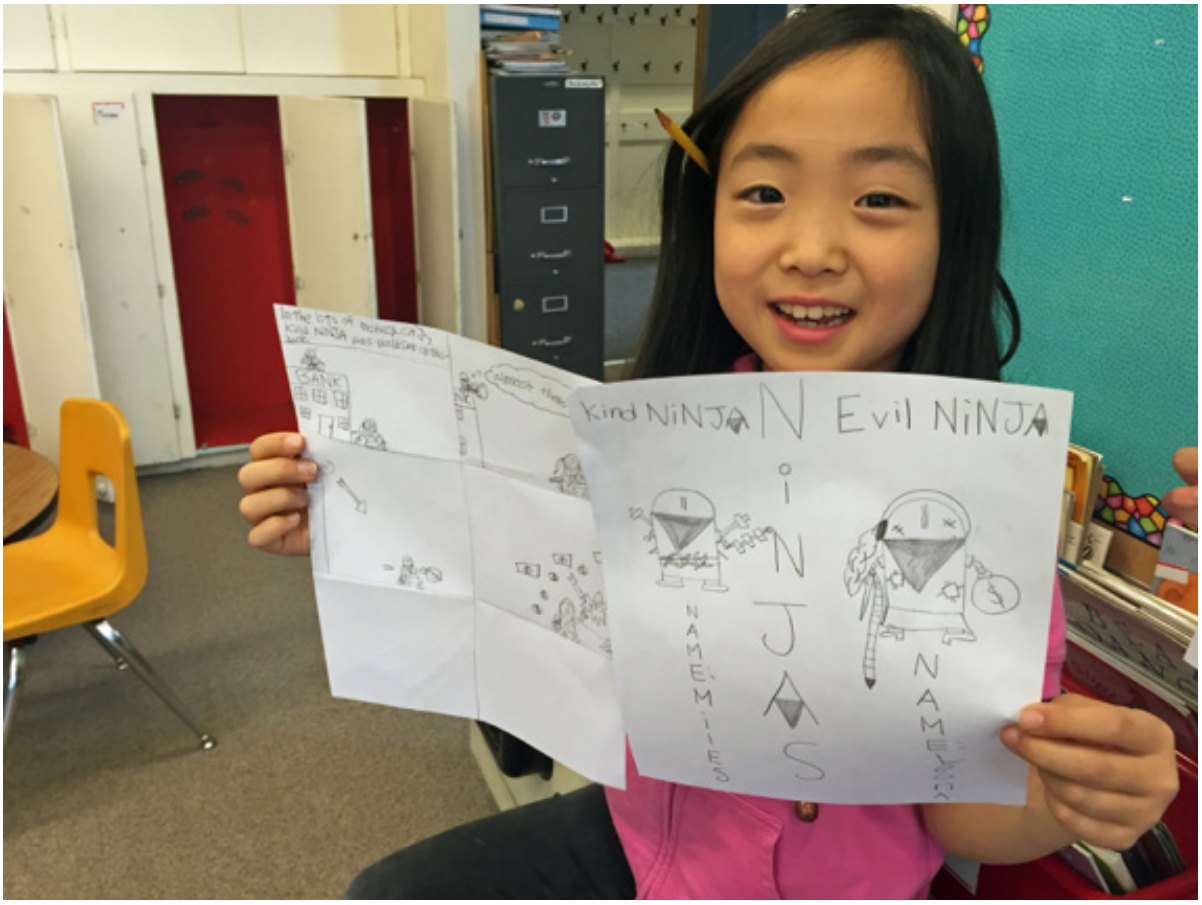
• Literacy Education in Adult Detention (LEAD) With Comics is a program for incacerated adults, helping to improve their literacy and art skills using comics and graphic novels.

The Classroom Continued

• Colorful History is a free, bi-weekly comic about diverse characters and events from Colorado's history.

• One-of-a-kind professional development opportunities provide educators with the chance to share ideas, build critical partnerships and learn from leaders in the field of pop culture education.

• Pop culture workshops harness existing interests in pop culture topics, creating unique learning experiences for students and teachers alike.



Denver Comic Con 2017 At A Glance

What: Denver Comic Con is a 3-day, family-friendly pop culture extravaganzafeaturing the best in pop culture entertainment. Each year, attendees line up to meet their favorite pop culture celebrities, attend panels, show off their cosplay creations, and see what's new in the world of comics, collectables, books, games and more. Denver Comic Con is a program of Denver-based education nonprofit, Pop Culture Classroom.

When: Friday, June 30 – Sunday, July 2, 2017

Where: Colorado Convention Center

Tickets: Prices are $176.00 for a Speed Pass, $82.50 for a 3-Day Adult ticket, $38.50 for a Friday Adult ticket, $49.50 for a Saturday Adult ticket, $44.00 for a Sunday Adult ticket and $8.25 for a Child 3-Day (ages 3-12) ticket. Ticket prices include the mandatory 10% Denver FDA tax. Service fees and mailing charges are not included in these prices and will be added upon purchase.

Hours: The Show Floor is open 10 a.m. – 7 p.m. on Friday and Saturday, 10 a.m. – 6 p.m. on Sunday.

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By The Numbers

Denver Comic Con

2012, Denver Comic Con's inaugural year, had attendance of 27,700, which was the second largest opening in history for a convention of this type.

2016, the fifth year of Denver Comic Con, had attendance of 114,900.

The Main Show Floor totals 400,000 sq. ft., and includes:
• Celebrity Summit – film and television celebrity autographs and photo ops
• Merchant Mesa – hundreds of pop culture vendors
• Artist Valley - 400 cartoonists and comic book artists
• Authors' Alley - dozens of award-winning sci-fi & fantasy writers

Programming is vital to Denver Comic Con. The Programming Floor is an additional 400,000 sq. ft. and includes:
• Over 400 hours of panels, events, screenings and workshops
• Two Main Events theaters with 5,000 seats
• 20 session rooms with another 4,000 seats
• Page 23 Literary Conference – scholarly presentations about pop culture
• The Experience the CoMix program brings 300+ inner-city kids to DCC and includes special panels at no charge

Pop Culture Classroom

In 2015, the Storytelling Through Comics curriculum got into the hands of over 100 teachers.

Since the organization began, Pop Culture Classroom has given away over 30,000 comic books to students and children.

In 2015, over 2,000 kids participated in Pop Culture Classroom activities around Denver.

LEAD With Comics is a program in local adult detention centers that helps inmates improve their reading and art skills using comics and graphic novels. In 2015, more than 100 adults participated.

HISTORY

Pop Culture Classroom was founded in 2010 as Comic Book Classroom, a Colorado charitable organization focused on enhancing and improving student's learning experience through the use of comic book media.

Pop Culture Classroom debuted the first version of its Storytelling Through Comics curriculum to local area schools, and with the help of hundreds of dedicatedvolunteers, its largest program, Denver Comic Con, became a reality on Father's Day weekend, June 15, 2012. It was an unexpected and overwhelming success.

Proceeds from Denver Comic Con fund the staffing, supplies and infrastructure of The Classroom program, which gives educators fresh, innovative materials and training that use the power of pop culture to bring their classroom to life.

In 2014, the Comic Book Classroom Board of Directors voted to change the name to Pop Culture Classroom (PCC). The name change reflects the board's broader vision for the organization. In addition to expanding the reach of our current curriculum and offerings, PCC seeks to use other elements of pop culture to advance ourmission of literacy education and to spark the creative spirit within every child.