

CCXP Worlds: A Journey of Hope - Free content, charged benefits, and a global presence

The virtual edition of the event will take place from december 4th to 6th, with four ticket categories, including free access. 15 comic book artists are also confirmed.



São Paulo, September 8th, 2020: CCXP isn't a place, it can happen wherever we want. It's exactly by understanding the festival in this way that Omelete Company announces **CCXP Worlds: A Journey of Hope** from december 4th to 6th, 2020. This year, lots of hope and the best pop culture contents will be sent to fans' houses all over the planet in an online and global version of the event. The festival will present online the main areas of its physical version: *Thunder Theatre, Artists' Alley, Creators & Cosplay Universe*. The studios area gets its digital version, the Hollywood Strip, and the shops become the Market Place. The famous glass studio that gathers the highlights of the festival in exclusive interviews is also confirmed as *Omelete Stage*. And, maintaining its yearly tradition, CCXP starts its announcement season with the first comic book artists confirmed for the event; and also by revealing information on this years' official poster.

CCXP Worlds will take place through five simultaneous online streamings. To gain free access to most of the festival's content, participants will only need to fill out a registration form. But, fans who want a complete and interactive experience, gain full access to the festival's streamings and get at home the festival's famous physical badge and licensed products, can purchase the *Digital Experience, Home Experience* or *Epic Experience* packages. Ticket sales start on september 15th, at www.ccxp.com.br.

"We truly believe that, when you share your happiness with someone who enjoys the same thing as you, your sense of happiness increases. In such a difficult year, as 2020 has been so far, it's a

huge joy to be able to contribute to create this collective joy on a global scale, taking CCXP's epic experience to pop culture fans houses' all over the planet. There are several challenges to transport to the online universe all of our public's physical energy, but we are focused on creating the world of all worlds", says Pierre Mantovani, CEO at Omelete Company.

CCXP Worlds platform will be explored through an interactive map that will allow participants to navigate between different areas and decide with content they wish to watch. It will be possible to access online stores to buy licensed products from CCXP and its partners and also interact with fans from all over the world. Gradually, new areas will be unlocked and new announcements will be made until December.

Everything that makes CCXP *the* CCXP

CCXP is known as one of the best places to promote people and contents related to the pop culture universe, on a global scale. This year won't be different and the festival will present to its participants exclusive content from major film studios and representatives from the entertainment industry. In the physical version of the festival, this is presented on Latin America's largest movie screen; but this year, **Thunder Arena** - CCXP's most disputed square meter - will have no barriers or limits. In an online streaming, fans all over the world will have access to conversations with hollywood celebrities, announcements, exclusive trailers, premières and panels about the biggest productions from the movie industry and streaming platforms.

Another beloved area which will also be part of **CCXP Worlds** is the **Artists' Valley**. The heart of the festival will be at the fans' houses through virtual tables that will allow participants to have contact with independent and mainstream artists - in groups or individually - to interact with them and buy online prints, sketchbooks, original artwork and other items that will be delivered at their homes. It will also be possible to customize the experience and learn more about the universe of a particular comic book artist, join masterclasses, workshops and artists' battles. And there's much more coming - even before CCXP starts in december. For artists who wish to participate in the festival as exhibitors, applications will open on september 15th at www.ccxp.com.br. Selection criteria will be released soon.

At CCXP **Creators Stage**, the internet is outside the internet, at **CCXP Worlds, Creators Universe** goes beyond the internet. The streaming will show a crossover of online and offline content creators, with a programming that will include presentations, live concerts, and masterclasses. The **Creators** streaming will share space with **Cosplay Universe**, that also starts before CCXP, and will help fans with ideas to create their own costume to enjoy the festival. At Cosplay Academy, the participants will have access to workshops and international guests. The traditional **Cosplay Contest** is also confirmed and will include the public, an international jury, prizes and the coronation of the greatest cosplayers from all worlds.

It will be so much going on at the same time, that will be challenging to decide which streaming to follow. But the team from Brazil's biggest pop culture website will analyse and comment on the best moments from CCXP in an endless "friday night live". **Omelete Stage** will be the virtual place to watch interviews with Hollywood celebrities, backstage of the biggest productions, real time analysis, exclusive Omelistas and lots of interactions with the fans.

The world's biggest geek shopping, now online

CCXP Worlds will also bring the geek marketplace to the internet, with exclusive brands and products that fans love to collect.

You face to face with Hollywood celebrities

The encounter with celebrities gains its virtual version. Fans will be able to choose between a few minutes with their favorite actor at Meet & Greet or request a video with a personalized greeting, the famous "say hello!".

Hollywood biggest studios will be at CCXP Worlds

Yes! The biggest studios in the world will be present at the event, both with exclusive panels and content and in new and exclusive virtual experiences on the Hollywood Strip.

Confirmed Comic book artists

It's been a tradition since 2014: the first confirmed guests at CCXP are always comic book artists. This year, the festival announces at once 15 guests that will be in activities that will be released soon. Among those confirmed are **Emil Ferris**, the most awarded comic book artist from 2018 and the author of My favorite thing is monsters; and **Dave Gibbons**, author of 'Watchmen', which inspired HBO's TV Show with 26 Emmy nominations in 2020. Gibbons is also the author behind Kingsman: The secret service, co-created with Mark Millar and adapted to the cinema with two launched movies, and a third already announced.

To complete the list of confirmed guests are: **Scott Snyder** (Batman and Justice League), **Kevin Eastman** (Teenage mutant ninja turtles), **Marcelo D'Saete** (Angola Janga and Cumbe), **Andrea 'Casty' Castellan** (Mickey and Scrooge McDuck), **Margaux Motin** (Plate tectonics), **Trina Robbins** (The legend of Wonder Woman), **Jeff Lemire** (Gideon Falls and Green Arch), **Gerry Conway** (Spider-Man and Batman: The Animated Series), **Garth Ennis** (The Boys and The Punisher), **Jill Thompson** (Sandman and Wonder Woman), **Leandro Fernandez** (The Old Guard) and **Fabiel Toulmé** (Hakim's Odissey).

Passport to the world of all worlds

CCXP Worlds: A Journey of Hope will offer free access to the platform, with the **Free Experience** badge, in which the user will fill out a registration form to have partial access to the Thunder Arena, and full access to Omelete Stage, Artists' Valley and Creators Universe. The **Digital Experience** badge (R\$35), will allow full access to the festival's streamings. The fans will also receive a virtual badge and access to features such as masterclasses, workshops, and the possibility to buy presale tickets for CCXP21.

As the public requested, CCXP will have two badge categories that fans will be able to have at home a physical version of the famous CCXP badge. The **Home Experience** badge (R\$35 + R\$21 shipping), allows full access to the streamings' content and a physical kit with a badge, lanyard, door tag, pin and stickers. The ultimate package is the **Epic Experience** badge (R\$450 + R\$21 shipping), with a physical badge, licensed products from CCXP and its partners - including two lanyards, door tag, pin, stickers, popcorn bucket, cup, t-shirt, hoodie, cap and a copy of the official poster - and the possibility to buy presale tickets for CCXP21.

Ticket sales for **CCXP Worlds: A Journey of Hope** will start at september 15th, at www.ccxp.com.br. There won't be ticket tiers and the values will remain the same until december.

About CCXP Worlds: A Journey of Hope

In 2019, CCXP had 282 thousand visitors, breaking public records and consolidating itself as the planet's biggest pop culture festival. This year, the special edition named CCXP Worlds: A

Journey of Home will take place as a fully online global event from december 4th to 6th. More information to be released at www.ccxp.com.br.

Service/Tickets

Free Experience (Free of charges, with a registration form)

- Access to CCXP Worlds platform*
- Access to the contents of Thunder Auditorium, Omelete Arena, Artists' Valley and Creators & Cosplay Universe**

*Some products and/or services may be charged separately.

**Access to Workshops and Masterclasses not included.

Digital Experience (R\$35)

- Access to the CCXP Worlds platform, with exclusive interactions and features*
- Full access to contents of all stages, including Thunder Arena, Artists' Valley, Creators Universe, Omelete Stage and Cosplay Universe
- Exclusive access to workshops and masterclasses
- Partner discounts
- CCXP Worlds digital badge
- Presale for CCXP21

*Some products and/or services may be charged separately.

The ideal option for those who live outside Brazil or do not want to pay shipping costs

Home Experience (R\$35 + R\$21 shipping)

- Access to the CCXP Worlds platform, with exclusive interactions and features*
- Full access to contents of all stages, including Thunder Arena, Artists' Valley, Creators Universe, Omelete Stage and Cosplay Universe
- Exclusive access to workshops and masterclasses
- Home Kit: receive at home your physical badge in a kit with CCXP Worlds lanyard, door tag, pin, and stickers
- Partner discounts
- CCXP Worlds digital badge
- Presale for CCXP21

*Some products and/or services may be charged separately.

Epic Experience (R\$450 + R\$21 shipping)

- Access to the CCXP Worlds platform, with exclusive interactions and features*
- Full access to contents of all stages, including Thunder Arena, Artists' Valley, Creators Universe, Omelete Stage and Cosplay Universe
- Exclusive access to workshops and masterclasses
- Epic Kit: receive at home your physical badge and CCXP Worlds official products, such as official poster, sweatshirt, t-shirt, cap, cup, popcorn bucket, pins, stickers, two lanyards, and a door tag
- Presale for CCXP21
- Special price on CCXP21 presale tickets



- Partner discounts
- CCXP Worlds digital badge

*Some products and/or services may be charged separately.

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