



August 1–3, 2014 — Baltimore Convention Center — Baltimore, Maryland

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# INTRODUCTION LETTER

Respected member of the press,

August 1-3, 2014 marks the date of this year's BronyCon, a convention which over the course of only a couple years has grown from fewer than 100 people, to a projected attendance well above 9000 this year, making it the premiere event for what can best be described as a very niche market.

“Brony” is the self-assigned name for the unexpected group of young adults and teenagers, mostly male, who are fans of My Little Pony: Friendship is Magic, the latest iteration of a franchise long associated with pastel animation, and a matching line of toys. (See: “What is a Brony?”)

Since its founding in 2011, BronyCon has filled the role of providing a means of assembly for the brony community; as that community has grown, so have we. Last year, BronyCon broke records when over 8,400 people from all seven continents gathered at the Baltimore Convention Center. This year, early estimates are significantly higher.

As a press attendee, you will have access to an incredibly diverse group of people—everyone from members of the armed forces, to musicians, to show staff—with equally diverse stories.

Attached is a litany of materials to further inform you about BronyCon and the community it serves.

Should you have further inquiries, feel free to direct them to [press@bronycon.org](mailto:press@bronycon.org).

We look forward to seeing you there.

Regards,

BronyCon Media Relations

*The application for press credentials can be found at: <http://bronycon.org/request-press/>*

## A BRIEF HISTORY OF BRONYCON

**Established in 2011**, the first BronyCon occurred June 25 of that year at the NYC Seminar and Conference Center. While only 100 people were in attendance, it set the foundation for what was to come.

**September** brought with it another event in New York City, this time in a studio in Chinatown, Manhattan. Attendance tripled from the event just a few months prior. My Little Pony: Friendship is Magic's Supervising Director, Jayson Thiessen, was a guest of honor, amongst a sampling of community guests. This was also the event that introduced the BronyCon tradition of closing the night with a concert, put on by musicians within the brony community.

**January 2012** marked yet another change of venue to accommodate attendance numbers, which this time peaked around 800, with nearly as many watching at home. This move brought the convention to the heart of Manhattan, at the Hotel Penn. Special guests included show composer Daniel Ingram, as well as voice actors Nicole Oliver, Ashleigh Ball, and Andrea Libman. The inclusion of voice talent would eventually become a staple of My Little Pony conventions as a whole. January also marked the debut of a successful charity auction, which would also become a standard of future conventions.

**June 2012** defined BronyCon as it is known today. With over 4,000 attendees, and yet another new venue to accommodate them—this time relocating to the Meadowlands Convention Center in Secaucus, New Jersey—the event was even the subject of a documentary. The convention featured an unprecedented amount of programming, and an impressive roster of talent. The show's creator, Lauren Faust, as well as show staffers and voice actors, including John DeLancie, Tara Strong, Andrea Libman, Lee Tockar, Peter New, Cathy Weseluck, Meghan McCarthy, and Amy Keating Rogers, were all present.

**August 2013** again shattered the records set by the previous year, more than doubling in size to a staggering 8,430 attendees. The convention also moved again, this time to a more permanent home at the Baltimore Convention Center. The 2013 iteration of BronyPalooza lasted 12 hours over two days, and featured 34 musicians. It ran alongside an unprecedented quantity of programming, which ran well in to the early-morning hours. Special guests included Nicole Oliver, M.A. Larson, Cathy Weseluck, Amy Keating Rogers, Lee Tockar, Heather Breckel, Andy Price, Katie Cook, G.M. Berrow, Michelle Creber, Maddie Peters, and Brenda Crichlow.

**August 2014** is already on track to trump every prior event. We look forward to seeing you there.

# WHAT IS A BRONY?

## A Brief Introduction to the Cultural Phenomenon

The term “**brony**” refers to the unexpected adult and teenage, often male, fans of My Little Pony: Friendship is Magic. The word itself is a portmanteau of “bro” and “pony,” but that doesn’t sufficiently explain what bronies actually are.

According to a recent study by two professors at Wofford College, the average age of those who consider themselves “bronies” is 21 years old. Of that same sampling, 86% were male, 70% were students, and 69% resided in North America.

Bronies come from all walks of life. When talking to a group of convention attendees, it becomes immediately apparent that the reasons people have for associating with the brony community are incredibly diverse. There are musicians who found inspiration in the show’s themes, military personnel who turned to the show as a way to relax, families who were brought together by sharing a common interest, and people who just enjoy making friends with other bronies.

The community that has grown out of the brony phenomenon is a creative one. Hundreds of artists produce show-related work on a regular basis. Musicians are creating content that is heard by literally millions around the world. Countless fan works hit the internet every single day. This stems, at least partially, from the inherently open-minded and accepting nature of bronies.

Trying to pin a label on all bronies is an impossible task. Just as no two people are alike, the attitude, story and interests of any two bronies will be different. The only truly universal thread is an interest in My Little Pony, but that has been more than enough to build a thriving community over the past several years.

# FACT SHEET

## A BronyCon reference guide

### The Venue – The Baltimore Convention Center

- One West Pratt Street, Baltimore, Maryland 21201
- Owned by the City of Baltimore
- 1,225,000 sq. ft.
- Renovated and expanded in 1997
- Easily accessible by foot, car, and Baltimore's Light Rail system
- Only 8 miles from Baltimore-Washington International Airport (BWI)

### This Year's Event – BronyCon 2014

- 9,000+ attendees
- A true 3-day event, Friday–Sunday
- Extensive programming on a variety of topics,
- Special guests, including show staff, comic creators, and community artists and musicians
- Expanded vendor hall
- Attendees from around the globe
- Largest brony event to date

### BronyCon – The Legacy

- Founded in June 2011
- First ever brony convention
- BronyCon 2014 will mark the sixth such event
- Over 8,500% increase in attendance in 3 years

## LOGO USE POLICY

Our logo is the face of our convention, and we encourage its use on news sites and blog posts. However, it may not be used commercially. There is a slight exception in terms of auction items:

- The BronyCon logo may be used on an auction piece so long as only one copy of said item is ever to exist, and said item is donated to the BronyCon auction. Any other representation of the item, both electronic or physical, may **NOT** utilize the BronyCon logo.
- The Logo is otherwise **not** to be used on fan-produced art for sale at the convention

If you would like to use our logo for something not stated above, or have questions on appropriate use, please contact our Head of Design at: [design@bronycon.org](mailto:design@bronycon.org)