



## BlizzCon® Returns to Anaheim November 3-4, 2023: Tickets On Sale July 8

June 29, 2023

*Blizzard Entertainment's celebration of their games and communities returns to the Anaheim Convention Center November 3-4*

*A second wave of tickets will be available July 22, 2023*

*Join BlizzCon live or virtually via free, live coverage of all on-stage content*

IRVINE, Calif.--(BUSINESS WIRE)--Jun. 29, 2023-- **After four years away, BlizzCon® 2023—Blizzard Entertainment's two-day global gaming convention—returns to Anaheim, California on November 3-4, with the first wave of tickets available for purchase July 8.** This year, BlizzCon will be a one-of-a-kind immersive experience, bringing attendees into the universes of Warcraft®, Diablo®, and Overwatch® with massive installations, art, and spaces where friends can connect and learn what's next for our games. For those who wish to watch BlizzCon 2023 online, all on-stage content will also be available via live streaming at no cost.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20230629076309/en/>



BlizzCon 2023 Header (Graphic: Business Wire)

The first wave of tickets for BlizzCon will be available Saturday, July 8, at 10 a.m. PDT via AXS at [AXS.com](https://www.axs.com), with the second wave of tickets available Saturday, July 22, at 10 a.m. PDT.

"We are so excited to be welcoming everyone back to Anaheim for BlizzCon 2023," said April McKee, executive producer of BlizzCon. "This year, we are doubling down on the community experience for both in-person and virtual attendees, with beautiful, immersive activations throughout the Anaheim Convention Center, as well as providing all BlizzCon on-stage content for free via livestream for our global community. We have so many exciting things planned, and we can't wait to see everyone there!"

"Gaming is about making connections with others, creating memories, and above all else, having fun—BlizzCon is our celebration of that," said Mike Ybarra, president of Blizzard Entertainment. "Our players are at the heart of what makes BlizzCon great, and whether our players are attending in person or joining us virtually, we're looking forward to showing them what's next for Blizzard."

General Admission tickets can be purchased for \$299 USD, which includes:

- a live event ticket
- in-game goodies
- the official BlizzCon Backpack
- early access to the BlizzCon Store

The Portal Pass is also available for \$799 USD, which includes all the General Admission perks, and:

- separate registration line
- separate security line
- exclusive Portal Pass Lounge access
  - private concessions, private viewing lounge, gameplay experiences, concierge support, and more
- early entrance to Anaheim Convention Center (Lounge only - Friday and Saturday)

Please check out the blog ([news.blizzard.com/news/23973732](https://news.blizzard.com/news/23973732)) and [BlizzCon.com](https://blizzcon.com) for further information about contests, charity auctions, and more.

### About Blizzard Entertainment, Inc.

Best known for iconic video game universes including Warcraft®, Overwatch®, Diablo®, and StarCraft®, Blizzard Entertainment, Inc. ([www.blizzard.com](https://www.blizzard.com)), a division of Activision Blizzard (NASDAQ: ATVI), is a premier developer and publisher of entertainment experiences. Blizzard Entertainment has created some of the industry's most critically acclaimed and genre-defining games over the last 30 years, with a track record that includes multiple Game of the Year awards. Blizzard Entertainment engages tens of millions of players around the world with titles available on PC via [Battle.net](https://battle.net)®, Xbox, PlayStation, Nintendo Switch, iOS, and Android.

### Cautionary Note Regarding Forward-looking Statements:

Information in this press release that involves Blizzard Entertainment's expectations, plans, intentions, or strategies regarding the future, including statements about BlizzCon, are forward-looking statements that are not facts and involve a number of risks and uncertainties. Factors that could cause Blizzard Entertainment's actual future results to differ materially from those expressed in the forward-looking statements set forth in this release include unanticipated product delays and other factors identified in the risk factors sections of Activision Blizzard's most recent annual report on Form 10-K and any subsequent quarterly reports on Form 10-Q. The forward-looking statements in this release are based upon information available to Blizzard Entertainment and Activision Blizzard as of the date of this release, and neither Blizzard Entertainment nor Activision Blizzard assumes any

obligation to update any such forward-looking statements. Forward-looking statements believed to be true when made may ultimately prove to be incorrect. These statements are not guarantees of the future performance of Blizzard Entertainment or Activision Blizzard and are subject to risks, uncertainties and other factors, some of which are beyond its control and may cause actual results to differ materially from current expectations.

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