PRESS RELEASE

LOS ANGELES / JAN 2027

FAN FAVORITE CONVENTION ANIME IMPULSE LA 2027 RINGS IN THE NEW YEAR WITH UNRIVALED 4-IN-1 FESTIVAL AT FAIRPLEX

Recognized among the nation's top anime conventions, ANIME Impulse kicks off 2027 on January 16–17 with world-class voice talents, top vTuber icons, exclusive merch drops, diverse cosplay gatherings, and the country's largest Lunar New Year cultural celebration.

LOS ANGELES, CA - ANIME Impulse, renowned among the nation's premier anime conventions, returns to headline 2027's global fandom calendar. On Saturday, January 16 and Sunday, January 17, 2027, the sprawling Fairplex Event Center in Pomona will transform into a high-octane epicenter of anime, gaming, vtubers, food and cultural celebration.

Timed perfectly to ring in the Lunar New Year, the 2027 mega-event merges high production pop culture spectacle with rich Asian cultural traditions. A single festival pass unlocks an extraordinary 4-in-1 crossover experience, granting full admission to ANIME Impulse, K-PLAY! FEST, Collectors Expo, and the massive Asian American Expo.

"ANIME Impulse has evolved from a premier regional meet-up into a powerhouse on the international convention circuit," said team lead Edwin Wee at IMPULSE Universe. "Kickstarting 2027 alongside the Lunar New Year allows us to blend high-energy fandom with the festive food-market flavors, cultural performances, and traditional New Year activations. It's an epic, multi-sensory spectacle you won't find anywhere else on earth."

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Unrivaled Weekend Highlights Include:

Global Headliners & VTuber Sensations: Up close and personal mainstage panels, autograph sessions, and interactive Q&As featuring world-renowned voice actors, industry legends, and top virtual creators.

Massive Artist Alley & Vendor Pavilion: Over 1,400 combined artists and vendors offering rare collectibles, licensed merchandise, hand-crafted apparel, and original artwork.

Cosplay Gatherings & Itasha Showcase: Top cosplay gatherings alongside custom *itasha* motor showcases featuring full-body anime vehicular wraps.

Free-Play Arcades & Gaming Arenas: Casual and competitive esports tournaments, retro arcade setups, and immersive gaming booths.

Lunar New Year Cultural Spectacles: Traditional lion and dragon dances, red envelope prize drops, festive photo installations, and authentic night-market street food stalls celebrating cultural heritage.

Event Information

DATES
Saturday, January 16 & Sunday, January 17, 2027

HOURS
10:00 AM – 7:00 PM Daily

VENUE
Fairplex Event Center — 2118 N. White Ave, Pomona, CA 91768

TICKETING & PASSES
Early bird 2-day passes and multi-group ticket bundles are available now at animeimpulse.com.

Media Contact

For media accreditation, press passes, executive interview bookings, or broadcast assets, please contact the press office below.

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