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IMPULSE UNIVERSE
LOS ANGELES / JAN 2027

# K-PLAY! FEST KICKS OFF THE 2027 TOUR WITH THE ULTIMATE K-POP EXPERIENCE BACK AT FAIRPLEX

The premier fan-hosted convention returns to Pomona, CA with new programming, electrifying dance competitions, and immersive experiences for all K-culture fans!

**LOS ANGELES, CA** — Calling all K-Pop enthusiasts in the Los Angeles area! Get ready to immerse yourself in a two-day extravaganza of music, dance, and K-culture as **K-PLAY! FEST** returns to the Fairplex on Saturday, January 16th and Sunday, January 17th, 2027. Serving as the very first stop of the 2027 Tour at the Fairplex Event Center in Pomona, K-PLAY! FEST Los Angeles 2027 promises to be the ultimate fan destination for all things K-pop, with a weekend filled with shopping, dancing, and special guests, guaranteeing a memorable experience for all K-culture enthusiasts.

K-PLAY! FEST Los Angeles 2027 returns with fan-favorite activities like Random Play Dance, Photocard Trading, and Fan Club Meet-ups that are the perfect places to connect and meet fellow fans. K-PLAY! FEST wouldn't be complete without a galore of vendors offering an array of fan-made and official merchandise, as well as a Stamp Book Scavenger Hunt designed for guests to explore the K-PLAY! FEST marketplace. Don't forget to stop by the K-PLAY! FEST stage to see our spectacular performances, panels, and interactive games that will electrify the weekend!

## UNRIVALED WEEKEND HIGHLIGHTS INCLUDE

- **Signature K-PLAY! OFFs Dance Competition:** An exciting dance competition showcasing talented local dance teams. The top 10 finalists take the main stage to compete before a live audience and a panel of judges, with **$1,000** awarded to the grand prize team winner, **$500** to 2nd place, and event credentials for all 3rd place members.
- **Fan-Favorite Interactive Activities:** High-energy Random Play Dance sessions, dedicated Photocard Trading hubs, and Fan Club Meet-ups tailored for connecting fanbases.
- **Massive Marketplace & Scavenger Hunt:** An extensive vendor floor featuring official album merchandise, fan-made goods, and the interactive Stamp Book Scavenger Hunt.
- **Live Stage Performances & Panels:** Dynamic stage programming featuring guest performances, interactive games, and community panels running all weekend.

## ABOUT K-PLAY! FEST

K-PLAY! FEST is the first-ever K-Pop festival created by fans, for fans! Dedicated to celebrating Korean pop culture, K-PLAY! FEST fosters inclusivity and global community by bringing together fans from all backgrounds to share their passion for Korean entertainment and embrace being their own #1 fan.

**DATES**
Saturday, Jan 16 & Sunday, Jan 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 & bundles from $35.28 at **kplayfest.com**

**PRESS CONTACT**
Ani Vartani, Director

**PRESS EMAIL**
**info@kplayfest.com**

**OFFICIAL WEBSITE**
**kplayfest.com/los-angeles**

**SOCIAL MEDIA & HASHTAGS**
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