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MEDIA CONTACT:

Elyse Stinman, Marketing Coordinator
elyse@greenmustard.com

WasabiCon in Jacksonville Rebranded to Align with Parent Company's Other Events

(JACKSONVILLE, FLORIDA — April 1, 2026) WasabiCon—Jacksonville, Florida's largest and longest-running pop culture convention—has announced its rebrand as WasabiCon DUUUVAL, effective immediately. Green Mustard Entertainment, WasabiCon's parent company, previously hosted an event in Portland, Oregon, under the name "WasabiCon PDX," referencing how locals refer to their city using its airport code. Next month, "WasabiCon NOLA" will take place in New Orleans, Louisiana, utilizing a similar concept.

"WasabiCon DUUUVAL just made sense," said Tom Croom, CEO of Green Mustard Entertainment. "I mean, the phrase helped the Jaguars drive their fandom all the way to the Super Bowl." Sydney Earp, WasabiCon DUUUVAL's Event Coordinator, added, "I'm not sure Tom really understands sports."

When asked, Kaigai Idol specialist and WasabiCon DUUUVAL Content Coordinator Megan Prater commented, "Don't ask me. I live in Louisiana."

Tickets for a 3-day pass are currently \$65. In celebration of the new name, attendees who use the promo code **DUUUVAL** will receive \$10 off a 3-day pass, bringing the total to \$55. This promotion ends on April 2, 2026. Tickets can be purchased online at <https://jax.wasabicon.com>

PRESS KIT (logos, photos, etc.): <https://wasabiani.me/press-WJAX>

ABOUT GREEN MUSTARD ENTERTAINMENT

Green Mustard Entertainment began as a Japanese animation fan club called Wasabi Anime® in 2001, which led to the creation of the WasabiCon® series of anime conventions in 2012. Combined with its work with other nationally recognized conventions, Green Mustard Entertainment is the largest provider of Asian pop culture content for consumer-focused media events in the world.