



MEDIA RELEASE

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Mayor Jacobs' Business Series Features Comics Exchange, Free Comics Day

KNOXVILLE, Tenn.— Knox County Mayor Glenn Jacobs interviews Bill Langford, owner of Comics Exchange, as part of his small business series and to promote the annual Free Comic Book Day event, which is this Saturday.

Each week, the Mayor conducts interviews with small business owners, offering them the opportunity to talk about what they do; to highlight their work; and share any future plans. A new vignette runs each Wednesday on the county and Mayor's various social media platforms.

Comics Exchange, located at 3711 Chapman Highway, offers the latest in collectibles but mostly specializes in comic books. Langford opened his shop in 1999 and this month he will celebrate his 20th year of participating in Free Comic Book Day, or FCBD, which is an annual promotional effort by the comic industry designed to bring new readers into independent comic stores and encourage reading.

During this week's interview the Mayor and Langford talk about the store, the comic book industry, and the value of reading.

"On Free Comic Book Day, the free comics we pass out range in age," Langford said. "Some are for younger readers; some are for older readers. It covers the bases. It's a great day. We have a lot of kids who show up, a lot of families turn out for the free comic books."

Comics Exchange will host the event beginning at 11 a.m. this Saturday, Aug. 14. Customers don't have to buy anything to receive a couple of free comics. Although if anyone is interested, the shop does have a rare copy of X-Men # 1 for sale. Published by Marvel Comics in 1963, it features the first appearance of "Marvel's Merry Mutants!"

Mayor Jacobs also notes that childhood literacy is one of his passions and asks Langford how comics can play a role.

"I think the difference is that it blends the visual medium with the literary medium," Langford said. "So, for a lot of kids who like to have the visual along with the written, it helps them a lot."

The two also chat about how the medium has become more sophisticated.

"My buddy has a great saying: 'I grew up with comics and comics grew up with me.' Meaning the comics he read as a kid aren't the same comics he's reading now – that the stories have gotten more mature, more advanced, more inclusive," Langford added.

To hear more of what was said, check out the [video](#).

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