



Press Release

Unique Christmas and New Year events at "Hello Kitty Land Tokyo" - a must see for Hello Kitty fans around the world

Hello Kitty Land Tokyo will be holding two special winter events this year. Hello Kitty fans will be able to experience the unique "Puro Christmas" followed by the New Year event, "Tribute to Wonderful!" the only time in the year where Hello Kitty and other Sanrio characters make their appearance in traditional Japanese kimonos.

Tokyo, 7th November, 2017 --- From Friday, 10th November until Monday, 25th December 2017 Sanrio Puroland (Hello Kitty Land Tokyo: <https://en.puroland.jp/>) opens its doors to fans with a special Christmas event, "Puro Christmas". Under the theme of "Daytime Party & Romantic Nighttime" visitors will be enchanted by the first-ever participatory illumination show giving guests the opportunity to dance along with their favorite characters to special Christmas song illuminations. The nighttime Christmas event will be held in romantic snowy blue colours creating one of Japan's largest illumination shows.

The Kitty Land character food court, a popular spot with guests from around the world, will offer exclusive Christmas menus including a "Hello Kitty Santa Claus" curry and Pompompurin Christmas cake amongst other beautifully crafted food items.

Also, Puroland much loved musical starring Hello Kitty is open all year round. Its current program, Hello Kitty in Wonderland, can also be enjoyed in English."

In line with Japanese tradition, where preparations for the Shogatu (New Year) start right after the more recently adopted western style Christmas festivities, Puroland hosts a special New Year event starting Tuesday, 26th December, 2017 until Tuesday, 19th January, 2018.

The theme "Tribute to Wonderful!" Toribute to Wan(Woof)derful in Japanese, is based on a play of words. Tori meaning cock in Japanese refers to the outgoing year of the cock in the Chinese zodiac whilst "woof" reminds us of the new year of the dog (inu in Japanese). It is the only event where visitors will see worldwide known characters Hello Kitty and My Melody and some dog-like characters including "Pompompurin", "Cinnamoroll", and "Pochacco" wearing traditional Japanese kimonos.

"Christmas and New Year are an important time of the year for many people and we want to reflect this with the special atmosphere we are creating throughout the entire theme park", explains Kentaro Kawai of the Puroland Sales Department of Sanrio Entertainment Co.,Ltd., the company that operates Puroland. It is also the only time where Sanrio characters can be seen wearing kimonos. This is a must see for Hello Kitty devotees and we hope to welcome many fans from around the world at Hello Kitty Land for the duration of these two special events."

– Ends –



Image1: Puro Christmas



Image2: Illumination Show



Image3: Christmas Foods



Image4: New Year's Event

Notes to the editors:

About Sanrio Entertainment / Sanrio Puroland

Sanrio Puroland, operated by Sanrio Entertainment Co.,Ltd, is also known as 'Hello Kitty Land', a theme park to meet and experience its much loved Sanrio characters including Hello Kitty which enjoys worldwide popularity. Considered the "Mecca of Sanrio characters", the park draws great numbers of fans from around the world.

Located in the outer districts of Tokyo, Sanrio Puroland is an all-in-door theme park visitors can enjoy regardless of the weather. Sanrio Puroland also runs an outdoor theme park, Harmonyland, located in the Oita Prefecture in Kyushu.

More information about Sanrio Puroland is available on <http://en.puroland.jp/>.

Images:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2017/11/HelloKittyLandTokyo_1.jpg

http://bluemoonmarketing.jp/wp/wp-content/uploads/2017/11/HelloKittyLandTokyo_2.jpg

http://bluemoonmarketing.jp/wp/wp-content/uploads/2017/11/HelloKittyLandTokyo_3.jpg

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News Release:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2017/11/SET_2017Winter_ENG.pdf

Fact Book:

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For further information, related images or videos please contact us.

Contact Details for the Media:

Please contact us via Email (SET@bluemoonmarketing.jp) first. (English or Japanese)
We also accept requests and adjustments for coverage throughout the year.

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