

## Press Release

### Hello Kitty Land Tokyo kicks off its 2020 events with “Sweets Puro” its special strawberry and blueberry sweets festival

In line with the spring season for Japanese strawberries Sanrio Puroland has created a “very berry sweets party”. The theme park invites guests to get a taste of special strawberry and blueberry sweets and enjoy the strawberry and blueberry inspired shows.

**Tokyo, Tuesday 7<sup>th</sup> January, 2020** --- From 10<sup>th</sup> of January until 10<sup>th</sup> March visitors to Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>), will experience its latest seasonal event the “Puro Sweets – a very berry sweets party”. Strawberries and blueberries will be everywhere in the theme park.



Hello Kitty Land Tokyo visitors can choose from a variety of specifically created strawberry and blueberry desserts available at the Yakata restaurant like Hello Kitty's strawberry Baumkuchen. In addition the restaurant offers on Saturdays only a special strawberry and blueberry sweets buffet available at a supplementary charge. Puroland characters in sweets-motifed outfits will meet, greet and take photos with restaurant guests.

Strawberries and blueberries will also dominate the stages in Puro Village at daytime. From 10<sup>th</sup> January until Valentine's Day "Ichigo Ichie - MyMelody's Strawberry Illumination" will show followed by "SPARKLE!! - Sweet Lights" featuring Hello Kitty from 15<sup>th</sup> February until 10<sup>th</sup> March. Both performances culminate in a bright and pink illumination of Puro Village.

The main evening show, "Miraclussion★Happiness", using special illumination and projection mapping technology features Hello Kitty and DearDaniel in angel costumes.

As always Sanrio Puroland creates some special photo spots in line with the seasonal event. During the “very berry character hug time” at the Puro Village Hello Kitty Land visitors can get up-close and personal with their favourite characters dressed in strawberry or blueberry-themed outfits. Or maybe they will opt for the “Special sweets greeting” to be given some sweets by Hello Kitty or MyMelody during Valentine's Day season. More detailed information on the schedule can be found under link below. ([https://www.puroland.jp/2020\\_sweetspuro/](https://www.puroland.jp/2020_sweetspuro/)). \*Japanese only

“We want to make the start of 2020 “sweeter” for our visitors to Hello Kitty Land Tokyo”, says Yuya Makizato of Sanrio Entertainment Co. Ltd., the Hello Kitty Land Tokyo operator. “The beginning of the year is also the season for the Japanese “spring strawberries” which are very sweet and aromatic. In addition the event embraces a new tradition, which emerged in Japan over the past few decades, to give sweets to loved ones in February and March.”

– Ends –

### **Link to other images**

Main Visual (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/12/Main-Visual.jpg> )  
Sweets Buffet (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/12/Sweets-buffet.jpg> )  
Food Menu (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/12/Food-Menu.jpg> )  
Photo spot (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/12/Photo-Spot.jpg> )

### **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 indoor theme park, visitors can enjoy regardless of the weather. Sanrio Entertainment Co. Ltd also runs an outdoor theme park, Harmonyland, located in Oita Prefecture in Kyushu.

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

News Release: [http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/20200107\\_SET\\_Berry\\_EN\\_FNL.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/20200107_SET_Berry_EN_FNL.pdf)

Fact Book: [http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/SET\\_Factbook\\_2020.1.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/SET_Factbook_2020.1.pdf)

-----  
**Contact Details for the Media:**

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

#### Contact information

Sanrio Entertainment Co. Ltd. Overseas PR Agency  
Contact: Maaya Kinoshita, Ayako Noda, Bluemoon Marketing Inc.

E-mail: [SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)

+81-3-6880-9121 (Mon-Fri: 9:00-18:00 / UCT +9:00 \*English Available)