

Press Release

Hello Kitty Land Tokyo launches its partial reopening with an entertaining video

Sanrio Puroland has created an entertaining short video aimed to help fans and visitors to prepare for a visit during the partial reopening of Sanrio Puroland. The video, which can be viewed with subtitles in English" explains in an engaging way what everyone should be aware of when visiting Hello Kitty Land.

Tokyo, Thursday 30th July, 2020 --- Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>), has launched a fun video to support the communication with its fans and guests during the time of the partial reopening of the theme park.

<https://www.youtube.com/watch?v=BQBPwh-u5ug>



The animated and fun video, which can be viewed with subtitles in English, explains Sanrio Puroland's "8 asks to make everyone happy" which all visitors need to be aware of to ensure that everyone can enjoy their time at Hello Kitty Land Tokyo.

In order to see the subtitles in English viewers will have to choose to display subtitles or closed captions (in settings) when viewing the video on YouTube.

During the 3-minute video Hello Kitty, My Melody and other much-loved Sanrio characters playfully demonstrate the "8 asks" visitors need to be aware of, e.g. that masks are obligatory at all times in the theme park and that necessary social distancing is helped through clear floor markings. The Sanrio characters do not only demonstrate how to follow the safety guidelines but also help explain the current admission system.

For the time being Sanrio Puroland is limiting the number of entries per day to give its guests space and allow for stress-free social distancing. Prior to buying the admission ticket visitors will go through an online draw – currently only available in Japanese - to verify that they will have a slot on the chosen day. In case that the draw turned out negative it would be necessary to postpone the visit to a later time.

Though a number of attractions need to remain closed during this initial reopening phase visitors will be delighted to see their favorite characters again and to unwind in the animated theme park.

"We wanted to bring a smile on our fans and visitors' faces when they watch the video to inform about our current admission system and special safety guidelines", says Yuya Makizato of Sanrio Entertainment Co. Ltd., the Hello Kitty Land Tokyo operator. "We feel that it is important that we inform everyone about the "8 asks to make everyone happy" and that we do this in a warm and friendly way, meaning in true Sanrio Puroland style."

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Link to other images

Main Visual (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/07/Main-Visual.jpg>)
Title Image (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/07>Title-Image.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/2020/07/20200730_SET_ReOpening-Video_FNL.pdf

Fact Book: http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/07/SET_Factbook_2020.7.pdf

Contact Details for the Media:

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

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