

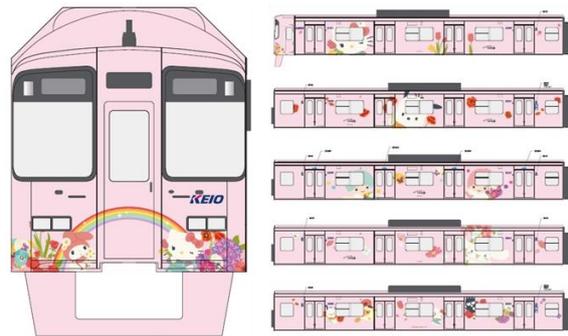
Press Release

Hello Kitty Land Tokyo unveils the first Keio Line Hello Kitty trains in time for the new “Puro Christmas” 2018

Hello Kitty Land Tokyo and Keio Line will launch the first ever trains covered entirely in “Hello Kitty” designs on November 1st 2018, coinciding with Hello Kitty’s “birthday”. It is followed by the start of the "Puro Christmas" event commencing on November 9th, 2018 with magical space and illumination installations created by NAKED Inc.

Tokyo, Thursday 25th October, 2018 -----

Taking the train to travel to Sanrio Puroland, better known as Hello Kitty Land Tokyo (URL: <https://en.puroland.jp/>), will soon be an unforgettable experience. Starting from November 1st the Keio Line, one of Tokyo’s major train lines, run by Keio Corporation, will present its cars in complete Hello Kitty look and feel. One out of ten trains will be embellished entirely with Hello Kitty and other popular Puroland characters.



Visitors to Puroland, taking the Keio line from Shinjuku, will start their unique Hello Kitty experience already boarding the train and be welcomed after a short 30-minute ride by decorations with many Sanrio characters at Tama Centre Station, including a Hello Kitty, station master’s uniform. Hello Kitty has been appointed honorary station master in 2016.

This project has been created in close collaboration with Tama City, a Tokyo neighbourhood, and home of Sanrio Puroland, and Keio Corporation, one of Tokyo’s principal rail companies. Its start date coincides with both Hello Kitty’s birthday and the anniversary of the municipal organisation of Tama City. Keio Corporation and Sanrio Entertainment Co., Ltd start to issue special tickets, the “Amusement Passport” combining the entrance ticket for the theme park and a day pass for the Keio and Inokashira lines at a discounted fare.

Shortly after the launch of the Hello Kitty themed Keio line trains, Puroland will inaugurate this year’s “Puro Christmas” event, an indoor-snow fantasy produced by NAKED Inc., a creative production house widely known in Japan for its “Flowers by Naked” project. This year’s Puroland theme “White Christmas” will run from 9th November to 25th December. It will include an illumination a space display, “MAGICAL SNOW”, produced by Sanrio Puroland x NAKED Inc. as well as other new seasonal attractions and of course a heart-warming Christmas musical show.

As part of the “MAGICAL SNOW” production, NAKED Inc. will be turning “Kiki & Lala's Twinkle tour” into a sparkling snow fantasy. “We are very excited about the new projects and hope that visitors from all over the world will enjoy them”, reveals Kentaro Kawai, at Sanrio Entertainment Co. Ltd., the Sanrio Puroland Sales Sect. We are delighted to be working closely with Keio Corporation to create an experience for our Hello Kitty fans that will start already at the journey to our theme park. “Our Christmas event will be energised with stunning visual productions created by NAKED Inc. including amazing effects such as

projection mapping on key installations like the decorated Christmas tree. We hope that our Hello Kitty Land fans and visitors will have such a great time visiting Puroland as we had creating these new events.”

***Amusement Passport**

(1-day pass valid for the Keio Line & Inokashira Lines + 1day pass of Sanrio Puroland including attractions)

Adult: 3,500 yen

U17: 2,800yen

Child:2,700 yen

– Ends –

Link to other images

Main Visual (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/10/Wrapping-Train1.jpg>)

Wrapping Train1: (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/10/Wrapping-Train2.jpg>)

Wrapping Train2: (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/10/Wrapping-Train3.jpg>)

MAGICAL SNOW: (http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/10/MAGICAL_SNOW_main-visual.png)

Puro Christmas: (http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/10/The_Puro_Christmas_Main-Visual.jpg)

Notes to the editors:

About Keio Corporation

Keio Corporation is a private railway operator in Tokyo, and part of the Keio Group, covering the western part of the city with bus and train services including buses running between Haneda or Narita airport and central Tokyo and train lines such as Keio Line, Keio Inokashira Line and Keio Shin Line. Part of the group is also the Keio Plaza Hotel is also located in Shinjuku, Hachioji and Tama Centre. (<https://www.keio.co.jp/english/>)

About Naked Inc.

Naked is a creative company that designs people's experiences using a combination of space and graphics predominantly through video creation and installations and projection mapping.

Established in 1997, the company has been involved in numerous creative work including music and corporate videos and more recently in 3D projection mapping and illumination projects. The company is popularly known for its more recent installation in early 2018, “FLOWERS BY NAKED”.

(<https://naked-inc.com/>)

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 Puroland 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/>.

*Sanrio Puroland can also be rented for private and corporate events. Please contact below.

News Release(PDF): http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/10/20181030_SET_KeioChristmas_ENG_FNL.pdf

Fact Book: http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/09/SET_Factbook_2018.9.5.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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