

Universal Studios Japan

Easter is coming to Minion Park for the first time!

This coming spring's "Universal Easter Celebration" will take place in 2 areas – the very popular Universal Wonderland and the very first Easter in Minion Park!

【March 15 – June 23, 2019】

From March 15, 2019, Universal Studios Japan will be hosting its spring limited-time-only event, "Universal Easter Celebration" in an expanded scale. In addition to Universal Wonderland enveloped in a mood of cuteness every year, this year, for the first time, Minion Park will be transformed into a colorful Easter world, too!

Minion Park will be vibrantly decorated in unique Minion Mayhem style. Guests can enjoy Minion Park's first "spring" including a special greeting with Minions in Easter outfits.

This event will feature many programs and wonderful activities where guests can experience adorable Easter products and tasty Easter-themed food and can enjoy the Park to the fullest in springtime.



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※"Universal Easter Celebration" is sponsored by Kewpie Corporation.

About Illumination

Illumination, founded by Academy Award® nominee Chris Meledandri in 2007, is one of the entertainment industry's leading producers of event-animated films. The company's franchises include three of the top-eight animated films of all time, and its iconic, beloved brands—infused with memorable and distinct characters, global appeal and cultural relevance—have grossed more than \$5.8 billion worldwide.

Illumination was recently honored by Fast Company as one of the world's most innovative companies.

Illumination, which has an exclusive financing and distribution partnership with Universal Pictures, has garnered an extraordinary number of franchise successes for a studio just over a decade old. As the creator of the hugely successful world of *Despicable Me*, which was recently crowned the top-grossing box-office animated franchise globally, Illumination has evolved the *Despicable Me* series to include *Minions*, the third-highest-grossing animated film of all time and the most profitable film in Universal's history, as well as the Academy Award®-nominated *Despicable Me 2* and summer 2017's *Despicable Me 3*, which made more than \$1 billion at the global box office.

Illumination recently launched two original properties that captivated audiences worldwide. 2016's *The Secret Life of Pets* achieved the best opening for an original movie, animated or otherwise, in U.S. history. Likewise, the critically lauded holiday favorite *Sing* premiered to a standing ovation at the Toronto International Film Festival before becoming a global smash.

Founded 11 years ago with the mission of putting a smile on the face of every member of the audience, no matter their age, Illumination continues to imagine both original stories, as well as unexpected adaptations of beloved pre-existing works. By infusing joy and discovery into every property, the studio allows audiences to connect their experiences with each property to the Illumination brand itself.

With successful mobile games, consumer products and social/digital media, Illumination's franchises—populated with characters that are as comedic as they are heartfelt and authentic—translate far beyond the theater. "Despicable Me: Minion Rush" has now become the fifth-most popular app game ever, while *Despicable Me: Minion Mayhem*, at Universal Orlando Resort and Universal Studios Hollywood, has been joined by Universal Studios Japan — where the Minions are the No. 1 licensed character — with its wildly popular Minion Park.

Illumination's upcoming films—featuring creative contributors from an unparalleled collection of writers, artists, voice talent and musicians— include *The Secret Life of Pets 2* in June 2019, *Minions 2* in July 2020, and *Sing 2* in December 2020.