

March 4, 2019

Keisei Electric Railway Co., Ltd.

Yotsugi Station decorated with Captain Tsubasa! Extensive decoration, ticket art displays, use of anime songs for train approaching melodies, and station broadcasts in character voices

Yotsugi Station Captain Tsubasa special decoration completion commemorative ceremony held with special guests original author Yoichi Takahashi and Andrés Iniesta!

March 4 (Mon.) From 11:00 at Yotsugi Station

Keisei Electric Railway Co., Ltd. (Head office: Ichikawa City, Chiba; President: Toshiya Kobayashi) held an opening ceremony on March 4 (Mon.) commemorating the completion of special wrapping themed after the soccer manga "Captain Tsubasa" at Yotsugi Station in Katsushika Ward which has a connection with the manga.

The opening ceremony featured original manga author Yoichi Takahashi and soccer player Andrés Iniesta (Vissel Kobe) who is known to be a huge fan of the manga, as official event supporters, as well as the unveiling of ticket art and a life-sized mannequin of Andrés Iniesta commemorating his role as an official supporter.

The ticket art and life-sized Andrés Iniesta mannequin are currently on display outside the Yotsugi Station ticket gate, so come see them for yourself!

Going forward, Keisei Electric Railway Co., Ltd. plans to continue carrying out PR through a variety of events for Katsushika Ward, which has a strong connection with Captain Tsubasa, with cooperation from Katsushika Ward and Shueisha to draw tourism visitors from both within Japan and overseas in order to contribute to greater vitalization of the area.

An overview of the project is provided on the following pages.



Left: Opening ceremony, Right: Yoichi Takahashi and Andrés Iniesta enjoying the decorations

Yotsugi Station Captain Tsubasa special wrapping completion opening ceremony overview

- 1. Date & Time** March 4, 2019 (Mon.) from 11:00 to around 11:30 (planned)
- 2. Location** Special venue adjacent to Keisei Electric Railway Co., Ltd. Yotsugi Station
[Address] 1-1-1 Yotsugi, Katsushika-ku, Tokyo
- 3. Details** MCs: Yasutaro Matsuki/Kiyoka Takagi
- ① Sponsor Greetings
Keisei Electric Railway Co., Ltd. President Toshiya Kobayashi
 - ② Guests take the stage
Yoichi Takahashi (Captain Tsubasa original author)
Andrés Iniesta (Vissel Kobe player)
 - ③ Appointment ceremony for Andrés Iniesta as official supporter
 - ④ Ticket art unveiling, photo session, talk session



Left: Ticket art, Right: Andrés Iniesta life-sized mannequin



[Reference 1] Captain Tsubasa anime

Captain Tsubasa tells the story of the prodigy soccer player Tsubasa Ozora who transfers to Katsushika Elementary School and grows as a soccer player while competing against rivals from all over the country like Genzo Wakabayashi and Kojiro Hyuga.

The manga quickly became popular for its refreshing story, rich characters, and the numerous tricks and skills that readers wished they could emulate, with the popularity even spreading overseas and leading to a Captain Tsubasa boom.

The series even affected the real soccer world, and is said to have been the inspiration for numerous soccer players both in Japan and overseas.

The Captain Tsubasa anime is presently broadcast on TV Tokyo and other sources at 1:35 AM every Monday.

See the Captain Tsubasa portal website for more information (<http://ball-ha-tomodachi.com/>).



©Yoichi Takahashi/Shueisha - 2018 Captain Tsubasa Production Committee

[Reference 2] Katsushika Ward and Captain Tsubasa

Yoichi Takahashi, author of world famous soccer manga Captain Tsubasa, is from Yotsugi in Katsushika Ward. The Nankatsu City where the series main character Tsubasa Ozora attends elementary and junior high school is named after Tokyo Minamikatsushika High School, the real life high school of the author Yoichi Takahashi. This connection has led to a variety of event using Captain Tsubasa being implemented by Katsushika Ward.



Tsubasa Ozora statue (twin shot) [next to the main gate of Minamikatsushika High School]
©Yoichi Takahashi / Shueisha

oFY2012

- Production of Captain Tsubasa license plates

oFY2013

- Statue of Tsubasa Ozora built in Yotsugi Tsubasa Park

oFY2014

- 7 statues erected in Yotsugi and Tateishi. (Yotsugi: Ryo Ishizaki, Kojiro Hyuga, Roberto Hongo and Tsubasa Ozora, Sanae Nakazawa; Tateishi: Taro Misaki, Genzo Wakabayashi, Tsubasa Ozora (heel lift))
- Statue tour map published
- Captain Tsubasa wrapped buses start operation

oFY2015

- Katsushika Captain Tsubasa exhibition held at 31st Industrial Fair
- Yoichi Takahashi draws 7 original limited edition Katsushika illustrations
- U12 competition "Captain Tsubasa CUP Katsushika 2016" is held with participants from areas connected to the work from all over Japan

oFY2016

- "Captain Tsubasa CUP Katsushika 2017" is held
- Captain Tsubasa tourist information sign is erected in front of Tateishi Station

oFY2017

- Tsubasa Ozora (twin shot) statue erected at Minamikatsushika High School, former high school of author Yoichi Takahashi
- Mobile version statue tour stamp rally and Katsushika Ward limited Captain Tsubasa strap distribution begins
- "Captain Tsubasa CUP Katsushika 2018" is held

oFY2018

- Yoichi Takahashi is awarded Katsushika Ward Honored Resident award
- "Captain Tsubasa CUP Katsushika 2019" is held

[Reference 3] Andrés Iniesta (Vissel Kobe player) and Captain Tsubasa

Andrés Iniesta is a former player for the Spain national team and famous as one of the best soccer players in the world, and is known to have been a huge fan of Captain Tsubasa since he was a young child.

When he decided to join the J.League's Vissel Kobe in 2018, he was presented with a illustration of himself drawn by Yoichi Takahashi and that drawing is still kept as a treasured belonging at Andrés Iniesta's family home in Albacete Spain.

*This news release will be delivered to the following press clubs on this date.

oMinistry of Land, Infrastructure, Transport and Tourism Press Club oTokiwa Club oTokyo Metropolitan Government Building Press Club oLeisure Press Club oBranch offices along the Keisei Railway in the Tokyo Metropolitan Area oForeign Correspondents Press Club oChiba Prefectural Government Press Club oChiba Economic Reporters Press Club

Direct inquiries related to this content to the following.

Keisei Electric Railway Co., Ltd. Sales Management Division, Public Relations & CSR Supervisors
Sudo, Nitta, Fujita

TEL: 047-712-7015 / E-mail: akiko.nitta@keisei.jp