

Press Release

Hello Kitty Land Tokyo announces its scariest ever “Kawaii Masquerade” Halloween

Sanrio Puroland has created a new Halloween event for 2019. One of the key activities has been designed with the collaboration of Obaken, Japan’s renowned creator of unique horror productions. The Halloween event will be rolled out with a daytime and night time agenda.

Tokyo, Wednesday 4th September, 2019 ----
Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>) has created a new scary and cute programme for Halloween 2019. Following the great success of last year’s event Japan’s most loved theme park has opted to continue the collaboration with Obaken, the country’s leading horror production company.



From Friday, September 13th through to Thursday, October 31st, 2019, Hello Kitty Land Tokyo presents its new Puro Halloween Party “Kawaii Masquerade” (“kawaii” meaning “cute” in Japanese). As in previous years visitors can enjoy two separate event styles, the Kawaii Masquerade at daytime and a scarier night time version.

During daytime Lady Kitty House changes to a beautiful doll house with special photo spots. At the Wisdom tree, visitors can meet and greet some of their favorite characters, dressed in Halloween costumes. They may even get a big hug from their most-loved characters during “Hug time ” (https://www.puroland.jp/liveshow/bd_hug-time/). In line with the event a new Halloween menu offers a great variety of dishes coloured in black and purple, such as Cinnamon’s black Halloween Ramen or PomPomPurin’s Masquerade donuts with pumpkin cream.

In the afternoon the Halloween event changes to a scarier night time setting. At the Halloween parade visitors can join leading Hello Kitty Land characters including Hello Kitty, Cinnamoroll, My melody, Kuromi, Wish me mell and PomPomPurin who will dance and parade in Halloween outfits. At weekends Lady Kitty House will turn into the “Horror Doll House” which opens only 1 hour before closing time.

The scariest part of the Halloween event is the “Ghost Pierrot Masquerade” at the Discovery Theatre, showing a play created in collaboration with Obaken, a well-known Japanese horror production and life events company. Visitors will be directly involved and can be sure to get a thrill out of the event with many unexpected and creepy turns. That event is open only to over-10-year-olds.

“Celebrating Halloween is getting increasing popular for all age groups in Japan and people enjoy it as a time to simply have fun”, says Yuya Makizato of Sanrio Entertainment Co. Ltd., the Hello Kitty Land Tokyo operator. “As the largest indoor theme park in Japan our guests can be sure to have a wonderful time independent of the weather. We really

look forward to offering our visitors an exceptional Halloween experience and unforgettable moments with their most loved characters.”

– Ends –

Link to other images

Main Visual (http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/Halloween_MV.jpg)

Food Menu (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/HW-food-menu.jpg>)

LKH Day time (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/LKH-Daytime.jpg>)

LKH night time (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/LKH-Night-time.jpg>)

Photo spot (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/HW-photo-spot.jpg>)

*LKH = Lady Kitty House

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/2019/09/20190904_SET_HW_FNL.pdf

Fact Book: http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/08/SET_Factbook_2019.9.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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