

## NEWS RELEASE

May 9, 2025

The Inbound-oriented Sumo Entertainment Show Hall “THE SUMO HALL HIRAKUZA OSAKA”

**【1st Anniversary】“HIRAKUZA 1st Anniversary” Begins Friday, May 23!**

— A heartfelt thank-you celebration with lion dance performance, limited-edition goods, and more! —

THE SUMO HALL HIRAKUZA OSAKA, an inbound-focused sumo entertainment show hall operated by Hanshin Contents Link Corporation and located on the 8th floor of Namba Parks, will celebrate its 1st anniversary on Friday, May 30, 2025. In commemoration, a two-week anniversary campaign titled “HIRAKUZA 1st Anniversary” will run from Friday, May 23 to Friday, June 6, featuring limited-edition merchandise, a happy hour promotion, and an Instagram campaign. On the anniversary day itself (Friday, May 30), a special lion dance performance and gift giveaway will take place. Details are as follows:



### ■ “HIRAKUZA 1st Anniversary” — A special event to celebrate one year of gratitude —

On Friday, May 30, 2025, THE SUMO HALL HIRAKUZA OSAKA will mark its 1st anniversary.

With the concept of “Introducing new ways to enjoy Japanese culture to the world,” this one-of-a-kind facility presents Japan’s traditional sport of sumo as an accessible form of entertainment. **To date, we have welcomed over 32,000 guests from approximately 100 countries and regions.**

To express our heartfelt gratitude to everyone who has supported us and to mark the beginning of our second year, we are launching “HIRAKUZA 1st Anniversary.” Through limited-time events, we hope to once again share the depth and fun of Japanese culture with our guests.

### ■ Event Overview

Name: HIRAKUZA 1st Anniversary

Dates: Friday, May 23 – Friday, June 6, 2025 \*Some events will take place on specific days only.

Location: THE SUMO HALL HIRAKUZA OSAKA (8th Floor, Namba Parks, 2-10-70 Nambanaka, Naniwa-ku, Osaka)

Eligibility: Guests with a show ticket on the day of the event

\*Limited-edition anniversary goods are available for purchase by all visitors.

## ■ Special Events Celebrating One Year of Gratitude!

### **【Friday, May 30 Only】 1st Anniversary Special Day!**

#### ① Celebrate with a festive lion dance performance!

On this day only, the usual English rakugo pre-show will be replaced by a special lion dance performance at the 18:00 show. After the two-minute dance, the lion will parade through the venue, interacting with guests and posing for commemorative photos. As a traditional symbol of good luck and protection from evil, the lion will fill the venue with festive mood.

<Date & Time> Friday, May 30, 2025, from 17:50 to 18:00

\*Before the show begins.

<Eligibility> Guests holding tickets for the 18:00 show on the day



\*Image is for illustrative purposes only.

#### ② Commemorative gift for all guests! 1st Anniversary Original Coaster!

All guests attending on May 30 will receive an exclusive 1st Anniversary coaster featuring the special logo. This limited-edition item is not available for sale.

<Eligible Performances> 13:30 and 18:00 shows on Friday, May 30, 2025

<Eligibility> Guests with tickets for either the 13:30 or 18:00 show on that day

### **【Friday, May 23 – Friday, June 6】 Anniversary Week Special Events!**

#### ① Happy Hour Campaign

Guests attending the 18:00 show can enjoy drinks and snacks from the venue bar counter at special prices between 17:00 and 17:50.

<Dates> Friday, May 23 – Friday, June 6, 2025, from 17:00 to 17:50

<Eligibility> Guests with tickets for the 18:00 show on the same day

#### ② Instagram Post & Follow Campaign

During the campaign period, guests who take a photo at HIRAKUZA, post it on Instagram with the hashtags #hirakuzaosaka and #hirakuza1stanniversary, and follow the official account (@japanhirakuza), will receive a special novelty gift.

<Dates> Friday, May 23 – Friday, June 6, 2025

<Eligibility> Guests attending a show during the campaign period

<How to Join> Follow the official account and post with both hashtags

<How to Redeem> Show your post to a staff member at the venue reception

#### ③ Transform into a sumo wrestler with our face-in-hole photo panel!

A limited-edition photo panel will be installed for the 1st anniversary. Strike a pose as a sumo wrestler and capture your own commemorative photo! No ticket is required to take part.

<Display Period> Friday, May 23 – Friday, June 6, 2025

## ■ Don't Miss the 1st Anniversary Logo!

A special anniversary logo has been designed to commemorate this milestone, inspired by the dohyo (sumo ring)—a symbol of sumo. It embodies the strength and bold spirit of Japanese sumo culture. The logo will be featured throughout the venue, on social media, commemorative novelties, and limited-edition merchandise to enhance the festive atmosphere.



HIRAKUZA 1st Anniversary Logo

## ■ Limited-Edition 1st Anniversary Goods Now on Sale at the Souvenir Shop!

Starting Friday, May 23, our on-site souvenir shop will offer exclusive 1st Anniversary merchandise, including face towels, T-shirts, magnets, and tin badges—all featuring the commemorative logo. These special items are only available at our venue.

Guests without show tickets are also welcome to purchase—feel free to stop by!



Face Towel \*Designs are for reference only.

## ■ About THE SUMO HALL HIRAKUZA OSAKA

THE SUMO HALL HIRAKUZA OSAKA is a permanent sumo-themed entertainment show hall prepared for international visitors. It reimagines the traditional sport of sumo with elements of modern entertainment and hands-on experiences, offering a new way to enjoy Japanese culture. Since opening, the venue has welcomed over 32,000 visitors from approximately 100 countries and regions.



The show, performed entirely in English by former professional sumo wrestlers, utilizes powerful audio, lighting, and visuals. Guests not only witness dynamic sumo bouts but also learn about the sport's history, techniques, and rules. The experience includes interactive segments like “sumo challenges” against the wrestlers and commemorative photo opportunities.

In addition, guests can enjoy Japanese cuisine such as Makunouchi Bento and Chanko Nabe, and enjoy a uniquely Japanese flair with English MCs by professional rakugo storytellers.

The venue continues to offer an unforgettable sumo entertainment experience that captivates audiences from around the world.

## ■ Facility Details – THE SUMO HALL HIRAKUZA OSAKA

**Facility Name:** THE SUMO HALL HIRAKUZA OSAKA

**Location:** 8th Floor of Namba Parks (2-10-70 Nambanaka, Naniwa-ku, Osaka City)

**Operating Hours:** 11:00–23:00 (Souvenir shop only open from 11:00–17:00) \*Please note that performance times are subject to change.

**Days Closed:** Every Tuesday, The year-end and New Year holidays (12/31・1/1) \*Open on Tuesdays during busy periods.

**Ticket Information:** [Sumo Show]

**An immersive sumo entertainment utilizing sound, lighting, and visual effects.**

Premium Seat: ¥16,000 / Standard Seat: ¥12,500, Child: ¥9,000 \*Tax included

\*Premium BL Seats are available, which include one guaranteed opportunity to participate in the Sumo Challenge per seat. Please check the official website for details.

\*All seats include “HIRAKUZA Bento,” “HIRAKUZA Child Bento,” or “HIRAKUZA Snack Bag” and one drink.

\*Children are from ages 3 to 12 years. (Children get a “HIRAKUZA Child Bento.”)

\*Food additional fees: Premium Bento (+¥4,000), Halal Bento (+¥2,000), and Vegan Bento (+¥2,000)

\*Bento orders are accepted until 10:00 AM three days prior. After that, only “HIRAKUZA Snack Bag” is available.

\*Tickets reservation from official site are accepted until 3:00 PM of the performance date.

After that, please visit our venue or contact us to purchase a ticket.

### [Sumo Workshop Experience]

**Learning and experiencing the basic sumo training directly from former professional sumo wrestlers.**

Adult: ¥14,000, Child: ¥9,000 \*Tax included

\*All seats include “Chanko Nabe” (one bowl per serving) and one drink.

\*Children are from ages 3 to 12 years.

\*This performance is held irregularly. For the latest schedule, please visit our official website.

**URL:** <https://hirakuza.net/>

**Company Name** HANSHIN CONTENTS LINK CORPORATION

**Headquarters** Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan

**Capital fund** ¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)

**Business Description** Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

[Inquiries Regarding the Press Release] HANSHIN CONTENTS LINK CORPORATION, Inbound Business Division  
In Charge: Kito, Hosokawa E-mail: [hirakuza-press@hcl-c.com](mailto:hirakuza-press@hcl-c.com)