



Monday June 29th, 2026

NEWS RELEASE

Universal Studios Japan Celebrates Its 25th Anniversary with a New Take on Summer Nights

“Universal Summer Matsuri Nights: Neon Glow Up” Unveiled to Media Today

**At night when the heat subsides, a spectacular “night
festival” atmosphere takes over the Park!**

**About 1,500 guests, ranging from children to adults, let loose
and enjoyed a “festive celebration”**

2026 Summer Events Kick Off Wednesday July 1st!

To celebrate its 25th anniversary, Universal Studios Japan is revamping its summer nights so that both adults and children can let loose and enjoy the summer to the fullest from day to night. The new summer entertainment event, “Universal Summer Matsuri Nights: Neon Glow Up” will be held for a limited time from Wednesday, July 1st, to Wednesday, August 26th, 2026.



Today, Monday, June 29th, 2026, a press preview for “Universal Summer Matsuri Nights: Neon Glow Up” was held. The opening ceremony, held after sunset, brought together a lively array of new summer entertainment including a flashy, soaking-wet dance show and a night street show, to create a spectacular “night festival” atmosphere. Together with approximately 1,500 specially invited guests, the Park celebrated the start of an Super Exciting summer.



The opening ceremony was held today at around 7:25pm at the Park, which had been transformed into a spectacular “night festival” setting dazzling with colorful neon lights. The entertainers from the street show “Glow Up Street Performance” gathered on the Gramercy Park stage for a special performance exclusive to today. Following the debut of a variety of “night festival” performances, including soap bubbles, acrobatics and BMX riders, the new, Super Exciting night show “NO LIMIT! Glow Up Oh-Matsuri”, where everyone dances while being drenched in massive amounts of water and foam, was unveiled with a special press preview production. With excitement still in the air, the characters from Sesame Street looking adorable in their neon-colored yukatas along with My Melody & Kuromi, Woody & Winnie the Woodpecker, and the Park entertainers gathered at the ceremony venue. Together with approximately 1,500 guests, they chanted in unison, “Let’s all celebrate, adults and kids alike! After all, it’s a festival!” and officially declared the start of summer at Universal Studios Japan.

■ Comments by guests who experienced the opening ceremony

“It’s still so much fun even after dark, so I just can’t go home yet! (laughs) Usually, I’d be telling my kids, ‘It’s getting late, so maybe we should head home...’ but this year, **I want to enjoy it to the fullest right up until closing time.**” (Mother / Osaka Prefecture)

“Yay! It was so much fun dancing with the show and everyone else and getting the party going! Yay!” (Child / resident of Osaka Prefecture)

“The combination of ‘festival and neon’ felt so fresh, and the sense of unity as we all danced and cheered together was amazing. **I want to meet the characters in the morning, watch the parade in the evening, catch the show at night, and just enjoy the festive atmosphere—I want to make the most of this summer from morning till night!** It’s the best!” (Group of friends / residents of Hyogo Prefecture)

“**It was a fresh experience to enjoy a summer festival-like atmosphere at the park at night, and this time I just let loose with a ‘What the heck, I’m going to go all out!’ kind of attitude.** It’s the perfect time to have fun in the evening, and it’s cool and really nice. Since I can come here right after school, I definitely want to come back!” (Student / resident of Osaka Prefecture)

First Look at the New “Universal Summer Matsuri Nights: Neon Glow Up”

Adults and kids alike can let loose and enjoy a “festival-like atmosphere” on a summer night!

■ “No Limit! Glow Up Oh-Matsuri”

The new “NO LIMIT! Grow Up Oh-Matsuri” night show made its debut today on the Gramercy Park stage with a special press preview performance.



Set to stylishly reimagined festival tunes and summer hits, this spectacular new night show where the audience gets “soaked to the bone” by a torrential downpour of water and foam has special guests dancing and having a blast! On the stylish stage illuminated by colorful lights, Sesame Street characters in yukata, My Melody & Kuromi, Woody & Winnie the Woodpecker, and a host of entertainers take the stage one after another. To the tune of a familiar summer song arranged by the hugely popular music producer and DJ, tofubeats, they showed off their sharp dance moves and got the entire audience fired up with the chant, “Come on, come on—it’s a festival!!!” Guests were drenched in a deluge of water and showered with soap bubbles as everyone, from kids to adults, got completely soaked and danced their hearts out and enjoyed an “incredibly wild” experience filled with nonstop excitement.

■ “Minion BOO-YA Block Party”

At Mel’s Stage in the Hollywood area, a new street show called “Minions BOO-YA Block Party” where DJ Stuart spun upbeat ’80s electro-pop as the Minions went wild with the crowd was held. With the Minions leaping off the stage and going wild on a special “dance stage,” guests enjoyed an incredibly exciting summer night neon party up close. To the beat of retro and pop music, everyone shouted the Minions’ favorite chant, “BOO-YA!!,” and danced the slightly silly and fun “BOO-YA Dance”.



■ “Oh-Matsuri Food & Games”

“Oh-Matsuri Food & Games,” which will liven up the Park’s first-ever, super-exciting “Night Festival,” was also unveiled to the press. **At “Universal Market,” where food carts line the streets along the Lagoon, classic street food favorites have been transformed into “Oh-Matsuri” style summer festival treats, infused with the playful spirit unique to Universal Studios Japan.** The lineup features a variety of “summer festival” treats that are bursting with festival spirit in both appearance and taste, such as the “Super!! Chocolate Banana Churritos”, a twist on the classic summer festival chocolate-covered banana, and the “Summer Festival Goldfish Lemon Soda,” where a vibrant goldfish floats in fizzy lemon soda to heighten the festive excitement.

In addition, the carnival game “Festival in the Park” features neon-colored plush toys as prizes that really “stand out” at the night festival. Everyone—from children to adults—had a blast, enjoying the same excitement you’d find at a summer festival food stall.



- *Please note that the menu, product designs, retail locations, and launch dates are subject to change without notice.
- *Please note that items may be out of stock.
- *Please note that some stores may be closed depending on the weather or time of day.
- *Prizes are not for sale.

■ **“Summer Glow Moment”**

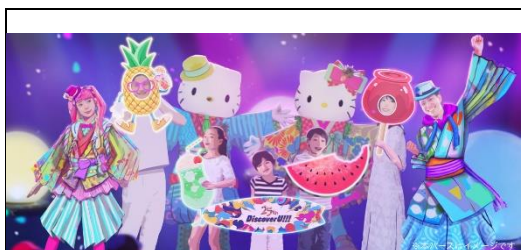
Capping off the Park’s summer festival, “Universal Summer Matsuri Night: Neon Glow Up” is pyrotechnics display over the Lagoon. Today’s press preview also featured a colorful display of fireworks that lit up the summer night sky in time with the music.

- *This event is not held every day.
- *Dates and start times vary by day, so please check the event calendar on the official website.



■ **Glow Up Street Performance**

The performances including soap bubbles, acrobatics, and BMX riders that were showcased today at the ceremony in Gramercy Park will be presented as four new street performances at various locations throughout the Park every day starting around 6:30pm during the “Universal Summer Matsuri Night: Neon Glow Up” event.



Hello! Neon Summer Greeting

The kawaii and incredibly photogenic Hello Kitty and Daniel appear in colorful, summer yukata! Dance together, pick up a summer-themed neon item, and snap a photo of a cute and colorful summer moment!

Location: Greene Street (Hollywood area)

	<u>Summer Night Street Action</u> Enjoy a variety of acrobatic performances that will blow you away, from Double Dutch to BMX and more! Colorful neon lights glowing against the night sky add another level of cool to the performances! Don't miss Ernie and Bert's performance, where they show off their impressive skills! Location: Street in front of Stage 22 (Hollywood Area)
	<u>Summer Beat Splash</u> Discover the excitement of festivals from around the world, including West Africa and Brazil, where colorful buckets and rubber tubes are used as percussion instruments! Clap along and join in the rhythmic performance featuring sound and water! Location: Near Universal Market (New York Area)
	<u>Summer Night Bubble Fantasy</u> Be sure to catch the dance performance by this six-member girl dance group, which features bubbles and colorful lights. In their cute world popping with color, countless bubbles rise softly into the summer night sky! Location: Hollywood Area

■ **USJ LLC, Brand Marketing Department**
Vice President: Naoko Hirohata

In recent years, with the increase in days of extreme heat, we've been hearing more and more people say, "I want to enjoy the summer, but I'm worried about the heat." Summer vacation, in particular, is a special time of year for children, but I feel that more and more families are refraining from outdoor play and family outings due to the heat. On the other hand, I thought that the evening and nighttime hours, when the heat subsides, might offer unique ways to enjoy the summer. That's why we wanted to create a summer where "adults and children alike can enjoy the festive atmosphere all day long with peace of mind," rather than a summer where the heat keeps people from having fun. This year's theme is "You know it's a festival, right?!" Since it's a festival, it's okay to let loose a little. Take off your mental restraints, make some noise, let loose, and have fun getting soaked to the skin. We want you to experience that "sense of freedom unique to festivals" with the quality and scale of Universal Studios Japan.



This year's "Universal Summer Matsuri Nights: Neon Glow Up" which is set to revolutionize nighttime entertainment, is, as the name suggests, a program that takes the "festival" concept to the next level through the power of the Park's entertainment. Set against the backdrop of a Park aglow with neon lights, we've created an experience where you'll exclaim, "So this is what an evolved 'festival' looks like!" through shows and street performances that'll have you cheering and soaked to the skin, as well as game experiences that take traditional festival games to the next level.

In addition, we will further enhance our measures to combat the intense heat during the daytime hours to create an even more comfortable environment for our guests. Through these two enhancements, for both day and night, we will deliver a special day that can only be experienced during the summer of our 25th anniversary. We are committed to providing a summer experience where both adults and children can safely and securely enjoy the festive atmosphere to the fullest and take home lasting memories.

Enjoy a full day of fun with exclusive events and attractions celebrating the Park's 25th anniversary!

Effective today, the "NO LIMIT! Parade: Discover U!!! Version" has been rescheduled to a more comfortable time in the evening. Starting Wednesday, July 1st, tickets for the Special Viewing Area will allow one adult and up to one accompanying child (ages 4–11) to enter. Enjoy the parade with your children while waiting in shorter lines.

In addition to doubling the amount of water sprayed on guests, "WaterWorld: Discover U!!! Version" featuring enhanced jet ski action, made its debut today.

Prior to the event on Wednesday, July 1st, a press preview of "Cool Splash Time: 25th Anniversary Version" was held. Invited guests danced to the 25th anniversary theme song, "Destiny Journeys," and were "soaked from head to toe" by the torrents of water pouring down from the stage, enjoying this quintessential summer spectacle.

"Cool Splash Time: 25th Anniversary Version"

- Event Period: Wednesday July 1st to Wednesday August 26th, 2026
- Times Held: 3 times per day
- Location: Gramercy Park

*Event dates are subject to change.



Heat stroke countermeasures further strengthened to aim for “Zero Heatstroke”!

The Hollywood Area now features “Cool Green Street,” a new installation that sprays mist along the street to create a thick cool fog that envelops visitors’ feet, aiming to further lower body temperature. Additionally, a new outdoor rest area has been set up in the Hollywood Area where visitors can cool off in the shade of zelkova trees. Further back, there is also an artificial turf area where guests can spread out a picnic blanket and relax at their leisure. Combined with the Park’s indoor facilities, Universal Studios Japan is providing a more comfortable environment than ever before.



“Cool Green Street”

- Event Period: July 1st to August 26th, 2026
- Operating Hours: From Park Open to 4:00pm
- Location: Hollywood Area

In addition, heatstroke prevention measures have been further strengthened to ensure the safety and well-being of crew and entertainers who support the Park’s entertainment. We have increased the number of “Oasis Team” members who distribute drinks, cold towels, and salt tablets to crew throughout the Park. In addition to the “Oasis Spots” at supply stations, we have also set up “Cool-Down Stations” inside tents where employees can cool off. The crew and entertainers are also committed to achieving “zero heatstroke cases.”



(Left) Oasis Spot
(Right) Cool Down Station



Oasis Team

■ USJ LLC, Senior Vice President CMO, Hironobu Kurokawa

At Universal Studios Japan, we are committed to heat countermeasures based on three key principles, driven by our desire for guests to visit with peace of mind and above all to enjoy the Park safely.

We are implementing heat countermeasures based on three key principles. First, incorporating elements of entertainment into our heat-relief measures.

Second, ensuring we provide guests with a genuine experience of cooling off. And third, taking thorough steps to protect our crew from the heat.

In particular, regarding the second point, the "experience of staying cool", we have enhanced the "Green Street" (introduced last year) by adding mist that rises from the ground, offering guests an even more refreshing experience. We have also created new areas where guests can rest in the shade, so we hope you will enjoy the Park while taking a break under the trees.

Regarding heat countermeasures for the crew, we are serving breakfast at the crew café during the first half of summer to encourage the habit of eating breakfast, a practice known to help reduce the risk of heatstroke. We are also strengthening measures for the "Oasis Team", now in its seventh year, by extending its operational period and increasing the number of assigned positions to better match the size of the crew. Looking ahead, we plan to conduct educational workshops on heatstroke prevention in collaboration with the Japan Weather Association, inviting local elementary school students to participate.

By strengthening these heat countermeasures, we aim to create a Park where guests can visit with peace of mind and enjoy a safe experience. We hope you fully enjoy Universal Studios Japan this summer.



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About Universal Studios Japan

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan, located in Osaka Japan, has succeeded in establishing its position as a prominent entertainment and leisure landmark – drawing many guests from Japan as well as overseas. The park offers some of the world's most exciting and innovative experiences – high quality attractions, shows, and seasonal events based on Hollywood blockbusters, Japanese anime and entertainment brands popular around the globe. Guests can let loose and enjoy unforgettable, super energetic experiences throughout the park. Universal Studios Japan has continued to evolve since its opening in 2001. It most recently launched SUPER NINTENDO WORLD, where guests can unleash their passion to play in an immersive environment based on iconic Nintendo characters and their worlds. It also offers premier entertainment experiences such as the magical The Wizarding World of Harry Potter featuring Harry Potter and the Forbidden Journey, the breathtaking Jurassic Park area with its state-of-the-art Flying Dinosaur coaster, and Minion Park, where guests will encounter Minions causing mischief on Despicable Me Minion Mayhem, had undergone a major expansion in 2025. In 2026, to commemorate the Park's 25th Anniversary, new "Discover U!!!" program will inspire guests to discover a new version of themselves through the power of the theme park's entertainment.

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