

NEWS RELEASE

October 2, 2026

“The Sumo Show HIRAKUZA,” Acclaimed in Australia and the UK, Makes Its Hakuba Debut in January 2027!

~A New Nighttime Experience Bringing the Excitement of Sumo to Winter Evenings in Hakuba~

Hanshin Contents Link Corporation (Head Office: Fukushima-ku, Osaka; President: Susumu Shimizu), operator of the entertainment brand HIRAKUZA, will present **“The Sumo Show HIRAKUZA in HAKUBA,” a live sumo entertainment show, in Hakuba Village, Nagano Prefecture, from Saturday, January 16 to Friday, January 22, 2027.**



“The Sumo Show HIRAKUZA” brings the traditions of sumo to audiences worldwide through powerful live bouts, English commentary, and interactive audience participation. In 2026, the show presented **58 performances at Adelaide Fringe in Australia and Edinburgh Festival Fringe in the UK, attracting more than 17,000 visitors.** Building on this international success, HIRAKUZA will bring a special winter production to Hakuba, one of Japan's leading international ski resorts.

The show aims to create a uniquely Hakuba experience: **“Days on the Slopes. Nights with Sumo.”** By offering a new way to experience Japanese culture after a day on the mountain, it will add a new dimension to Hakuba's nighttime attractions.

A teaser website was launched at 2:00 p.m. on Friday, October 2, with further details about the show and tickets to be announced in stages.

■ About HIRAKUZA

HIRAKUZA is an entertainment brand built around the concept of “**designing new ways to enjoy Japanese culture.**” Through sumo, food, visual effects, and interactive experiences, it creates engaging and accessible ways for audiences from around the world to experience Japanese culture.

HIRAKUZA opened **THE SUMO HALL HIRAKUZA OSAKA** in May 2024, followed by **THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO** in January 2026. By the end of August 2026, the two venues had welcomed **approximately 120,000 visitors from around 150 countries and regions.**

In 2026, HIRAKUZA launched its international production, “The Sumo Show HIRAKUZA.” At **Adelaide Fringe in Australia**, the show attracted **more than 10,000 visitors across 33 performances and received a “Weekly Award – Pick of the Week.”** At **Edinburgh Festival Fringe in the UK**, it welcomed **more than 7,000 visitors across 25 performances and was nominated for The List Festival Awards 2026.**

Building on its experience in Japan and abroad, HIRAKUZA will now bring the show to Hakuba.



THE SUMO HALL HIRAKUZA OSAKA (Japan)



THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO (Japan)



Adelaide Fringe 2026 (Australia)



Edinburgh Festival Fringe 2026 (Scotland)

“The Sumo Show HIRAKUZA in HAKUBA” – Event Overview

Event: The Sumo Show HIRAKUZA in HAKUBA

Dates: Saturday, January 16 – Friday, January 22, 2027

Venue: Kyowa Wing Hakuba (Wing 21)

(2066 Hokujo, Hakuba Village, Kitaazumi District, Nagano Prefecture, Japan)

Show Time: 6:00 p.m. – 7:00 p.m.

Ticket Price: JPY 8,800 (tax included)

Teaser Website: <https://hirakuza.net/sumotour/>

*Details are subject to change. *Further details will be announced once confirmed.



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

Content-related businesses, music, advertising media sales, and signage production. The company will draw on expertise gained through its entertainment show operations.

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