

Press Release

Hello Kitty Land Tokyo celebrates My Melody's 45th anniversary and kicks off new activities in 2020

My Melody's 45th anniversary fair is only the first of new attractions and activities at Sanrio Puroland in 2020. Visitors to Hello Kitty Land Tokyo can enjoy the gentle and fun features of "My Melody's Pink Therapy" throughout the year.

Tokyo, Thursday 16th January, 2020 --- Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>) celebrates My Melody's 45th anniversary this year. The My Melody's birthday fair will open 17th of January and last until 31st December 2020. The fair's theme, "My Melody Pink Therapy", underlines the Sanrio character's warmth and kindness and conveys its spirit of making people feel happy and positive.



The much-loved Sanrio character will be wearing two new original design birthday dresses. At character hug time My Melody will be wearing a pink gown with pearls and lavender coloured ribbons. The second outfit, adorned with bows and laces to resemble a cherry blossom, will be reserved for the special character greeting.

In order to mark the birthday the "My Melody shop" reopens for the first time in five years in an entirely pink colour scheme. Visitors will find limited edition 45th anniversary merchandise as well as Sanrio Puroland original goods.

At the back of the shop awaits a captivating new photo spot, the "My Melody Garden". Dotted with cherry blossom trees this photogenic place, kept all in pink, offers some quirky photo spots such as a My Melody-shaped giant flower and a romantic antique-style sofa.

The popular ride "My Melody and Kuromi's My Meroad Drive" will get a new feel as My Melody's original anniversary scent will be added to the attraction. Visitors can now unwind with the scent of aromatic lavender and cherry blossoms derived from natural oils considered to be relaxing.

Following the idea "Pink and Sakura (cherry blossom) with My Melody" the Puroland menu will incorporate My Melody-inspired dishes and drinks. Visitors can opt for example for a special My Melody curry with heart-shaped fried shrimp or a strawberry and almond boba pearl drink, and of course a delicious My Melody anniversary cake.

"2020 will be an amazing year for Sanrio Puroland", says Yuya Makizato of Sanrio Entertainment Co. Ltd., the Hello Kitty Land Tokyo operator. "It marks the 45th anniversaries for My Melody and the Little Twin Stars and also the 30th anniversary of Sanrio Puroland itself. We are looking forward with excitement to share with our visitors the many new activities and attractions in the pipe for this year."

– Ends –

Link to other images

Main Visual (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/MM45-Main-Visual.jpg>)

Ribbon Dress (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/MM45-Ribbon-dress.jpg>)

Sakura Dress (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/MM45-Sakura-dress.jpg>)

My Melody shop (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/My-Melody-shop.jpg>)

My Melody Garden (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/My-Melody-Garden.jpg>)

My Meroad Drive (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/My-Meroad-Drive.jpg>)

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/2020/01/20200116_SET_MM45_EN_FNL.pdf

Fact Book: http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/01/SET_Factbook_2020.1.pdf

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We also accept requests and adjustments for coverage throughout the year.

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