



## Press Release

### Hello Kitty Land Tokyo temporarily closes until early April 2020

Sanrio Puroland will be temporarily closing its theme park for 6 weeks only. This temporary closure is in line with measures taken by other theme parks in Japan and abroad.

**Tokyo, 21<sup>st</sup> February 2020** --- Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>) announces today a temporary six-week closure of its popular theme parks Hello Kitty Land Tokyo from Saturday, 22<sup>nd</sup> February until early April 2020. And Harmonyland (<https://www.harmonyland.jp/>) in Kyushu re-opens on Saturday, 28<sup>th</sup> March 2020.

The temporary closure is a purely precautionary measure and in line with official health and safety recommendations and preventive efforts with respect to the Novel Coronavirus (Covid-19) taking place across Japan and other countries.

Sanrio Puroland deeply regrets any inconvenience this temporary measure may cause visitors. In the meantime, guests who have purchased a ticket for the period of the six-week closure through a travel agency or OTA site, should please contact those vendors directly to help with the refund.

Sanrio Entertainment Co. Ltd. will assist all guests who have purchased tickets for admission directly at Sanrio Puroland and Harmonyland with their reimbursement. For the latest information, please check the official websites of either theme park.

– Ends –

#### 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/2020/03/20200221\\_SET\\_Temporary-Closure\\_EN\\_FNL.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/03/20200221_SET_Temporary-Closure_EN_FNL.pdf)

Fact Book: [http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/02/SET\\_Factbook\\_2020.2.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/02/SET_Factbook_2020.2.pdf)

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Contact Details for the Media:

Please contact us via Email at ([SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)). (English or Japanese)

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

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