



## Press Release

### Sanrio Entertainment starts limited reopening of Hello Kitty Land Tokyo on July 13<sup>th</sup> 2020

Hello Kitty Land Tokyo will slowly start to reopen commencing with annual entry pass holders. A full reopening of the theme park will be communicated at a later stage. Harmonyland already reopened for the public a week ago. The temporary closure of Sanrio Puroland is in line with measures taken by other theme parks in Japan and abroad.

**Tokyo, 15<sup>th</sup> June 2020** --- Following the careful reopening of Harmonyland (<https://www.harmonyland.jp/>) in Kyushu on June 8<sup>th</sup>, 2020, Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>) is set to gradually reopen from 13<sup>th</sup> of July.

Initially Hello Kitty Land Tokyo will be open for annual entry pass holders only. In order to limit the number of visitors Sanrio Puroland will apply a "lottery" system to allow entry. In this early phase of reopening there won't be any new shows or attractions and some of the current ones may not be available.

Sanrio Puroland will announce it's plans for a full reopening to the public at a later stage.

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 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 any 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/2020/06/20200615\\_SET\\_SPL-Partial-Reopening\\_EN\\_FNL.pdf](http://bluemoonmarketing.jp/wp/wp-content/uploads/2020/06/20200615_SET_SPL-Partial-Reopening_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)

-----  
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.

Contact information

Sanrio Entertainment Co. Ltd. Overseas PR Agency

Contact: Maaya Kinoshita, Ayako Noda, Bluemoon Marketing Inc.

E-mail: [SET@bluemoonmarketing.jp](mailto:SET@bluemoonmarketing.jp)

+81-3-6880-9121 (Mon-Fri: 9:00-18:00 / UCT +9:00 \*English Available)