

Press Release

Hello Kitty Land Tokyo's Kawaii KABUKI is making waves

Visitors' comments on social media amongst others confirm that Puroland's new Kawaii Kabuki play resonates with Hello Kitty Land fans and first time visitors alike. The Märchen theatre gets filled to the last seat at any performance.

Tokyo, Wednesday 29th May, 2018 --- Just over one month after the launch of the new Kawaii Kabuki play, visitor numbers and much positive feedback confirm that the new performance has become one of the highlights of any visit to Hello Kitty Land Tokyo. Visitors to the theme park are pouring into the Märchen theatre which had a full house in every performance with people standing even in the aisles.



Hello Kitty fans have been leaving raving reviews of the new show on social media sites.

The high quality performance and interpretation of the popular Japanese folktale has quickly found its way to the hearts of both long-term Hello Kitty fans and curious first-time visitors. Comments described the theatre as “spectacular”, “amazing” and “heartwarming”.

Also the beautiful costumes, which perfectly combine traditional kabuki dresses with cute Hello Kitty motifs, have received much praise.

“Momotarō” (‘The Peach Boy’), a popular Japanese folktale in which a boy born from a peach lives through great adventures in his journey to fight evil demons, is usually considered a story for children. Nevertheless, the Hello Kitty Land Kawaii Kabuki performance managed to captivate both children and adults as the audience’ feedback clearly showed.

“We are simply delighted with the warm and encouraging reception of the new Märchen Theatre show”, conveys Ms. Aya Komaki, Director of Sanrio Entertainment Co. Ltd., the Puroland operator. “Our aim at all times is to give our visitors a unique experience that uplifts the spirit through the warmth and kindness that our Puroland characters embody in their very own “kawaii” ways. We feel that that new Kawaii Kabuki is helping much to achieve that.”

– 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 Puroland 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/>.

Images:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/05/KawaiiKabuki_2.jpg

News Release:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/05/SET_KAWAIKABUKI_2.pdf

Contact Details for the Media:

Please contact us via Email at (SET@bluemoonmarketing.jp). (English or Japanese)
We also accept requests and adjustments for coverage throughout the year.

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