

Announcing the beginning of the "Rilakkuma 20th Anniversary USA Tour"!

Beginning on Friday, June 9, Rilakkuma will visit 6 major cities across the United States!



Tokyo, Japan Jul 26, 2023 (Issuewire.com) - For the first time in their 20-year history, Rilakkuma will embark on an overseas adventure this summer, traveling around the U.S. on their first-ever truck tour. The tour will be selling original goods and interacting with fans!

To commemorate the 20th year since the birth of the popular character "Rilakkuma", SAN-X CO., LTD.

will hold the "Rilakkuma 20th Anniversary USA Tour", which will tour six major cities in the United States in an originally designed tour truck. Information about the tour will be available from May 9 (Tue.).

Tour Overview

The tour truck will visit each location to sell limited edition tour merchandise at pop-up stores as well as host meet-and-greets with Rilakkuma. The tour will begin on Friday, June 9, 2023, in Newark, New Jersey.

Prior to the tour, a short teaser video was prepared of Rilakkuma embarking on a tour across the U.S.!

<https://www.youtube.com/watch?v=T8s7xHBYKAs>

Here are the advantages of participating in the tour:

Interacting with Rilakkuma!

Visitors will be able to interact and take photos with Rilakkuma.

Limited-edition merchandise, exclusive to this tour, will be available for purchase!

For this tour, you can purchase exclusive American-inspired Rilakkuma goods.

Opportunity to purchase a limited number of plush toys with serial numbers!

Each location will have 100 pcs each of limited edition Rilakkuma / Korilakkuma plush toys with serial numbers.

Visitors will be able to purchase these exclusive one-of-a-kind plush toys that are only available on this tour. We will keep you updated via our website and social media channels on how to purchase the limited edition products.

Visitors* will have a chance to receive a gift designed originally for the tour!

*Some gifts may only be given to those who meet specified requirements.

*A limited number of each item will be available.

Tour period

Friday, June 9, 2023, through Monday, July 17, 2023

Pop-up store locations and time frames

Newark, New Jersey (Mills at Jersey Gardens)

Friday, June 9, 2023, to Sunday, June 11, 2023

The Pop-Up Store will be open from 11:00 a.m. to 7:00 p.m.

Dallas, Texas (Grapevine Mills)

Friday, June 16, 2023, to Sunday, June 18, 2023

The Pop-Up Store will be open from 11:00 a.m. to 7:00 p.m.

Los Angeles, California (The Original Farmers Market)

Friday, June 23, 2023, to Sunday, June 25, 2023

The Pop-Up Store will be open from 10:00 a.m. to 6:00 p.m.

San Francisco, California (The Crossing at East Cut)

Friday, June 30, 2023, to Sunday, July 2, 2023

The Pop-Up Store will be open from 11:00 a.m. to 7:00 p.m.

Seattle, Washington (Seattle Center)

Friday, July 7, 2023, to Sunday, July 9, 2023

The Pop-Up Store will be open from 11:00 a.m. to 7:00 p.m.

Chicago, Illinois (Woodfield Mall)

Saturday, July 15, 2023, to Monday, July 17, 2023

The Pop-Up Store will be open from 11:00 a.m. to 7:00 p.m.

For more information on the tour, please visit our official website.

Official Tour Website

<https://rilakkuma-usa-tour.com>

Follow our official Instagram of the tour for the latest updates!

Official Instagram of the tour

https://www.instagram.com/rilakkuma_usa_tour/

What is Rilakkuma?

"Rilakkuma" means "Bear in a relaxed mood". At all times and everywhere Rilakkuma goes Rilakkuma is continuously lazy and relaxed.

Rilakkuma is totally stress-free and also does things at Rilakkuma's pace. Rilakkuma is someone impossible to be hated by others.

You will be dragged into Rilakkuma's world and become lazy and relaxed while watching everything Rilakkuma does.

About SAN-X CO., LTD.

SAN-X CO., LTD. creates unique and fun characters that are adored by fans around the world.

Based in Tokyo, San-x is one of the largest character manufacturing companies in Japan, specializing in stationary, plush, and accessory goods. The blue in San-x's logo represents youth, novelty, challenge, and the future. The four-leaf clover symbolizes good luck.

SAN-X CO., LTD. official website

<https://www.san-x.co.jp/>

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Source : SAN-X CO., LTD.

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