



TOEI ANIMATION
Since 1956

TOEI ANIMATION TO PAINT TIMES SQUARE RED AS PART OF MULTI-FRANCHISE FAN EXPERIENCE AT NEW YORK COMIC CON 2022

Experiences Include Times Square Takeover, Film Premiere, Celebrity Panel and More That Feature Such Top Properties as “One Piece Film Red,” “Dragon Ball Super” and “World Trigger”

LOS ANGELES – September 27, 2022. All eyes will be on legendary anime studio Toei Animation when it takes over New York’s iconic Times Square as part its largest ever fan experience at this year’s New York Comic Con 2022. This showcase of franchise properties, including “One Piece Film Red,” “Dragon Ball Super” and “World Trigger,” will offer fans an array of experiences over four days from October 6 – 9 and will encompass celebrity panel, screenings, a Dim Mak pop-up, giant and life sized character displays ([image01](#)) and more. Toei Animation’s event line-up kicks off on Thursday, October 6 at 6:00 pm with the U.S. Red Carpet Premiere of “One Piece Film Red,” which opens November 4 in theaters across the U.S. and Canada. The finale takeover event happens Saturday, October 8 at 7:00 pm when Toei Animation and the movie committee will “paint Time Square red” with a visually stunning display ([image02](#)) commemorating “One Piece Film Red.” One Piece fans and cosplayers, convention attendees and every day New Yorkers will be immersed in a specially created animation synchronized across numerous digital billboards encircling Time Square. An estimated 14,000 pedestrians will experience the 2-minute looping animation during it’s one-hour long display. Fans attending the Times Square takeover and all other “One Piece Film Red” events throughout the weekend are encouraged to use the hashtag **#OPFilmRedNYCC** on their social posts.

"New York Comic Con 2022 caps off an exciting year for Toei Animation’s direct to consumer marketing efforts and our year-long celebration of ‘One Piece Film Red,’” said Lisa Yamatoya, director of global marketing for Toei Animation Inc. "Our ‘One Piece Film Red’ takeover of such an internationally recognizable landmark as Times Square is a historic moment for Toei Animation and the One Piece franchise.”

Toei Animation NYCC 2022 Schedule of Events (As of 09/27/22; All times listed are Eastern.)

Thursday, October 6, 2022

10:00 am – 7:00 pm

Javits Center – Booth 2537

Toei Animation Exhibit ([image01](#))

- Giant and life-sized character displays including Monkey D. Luffy, Goku and Vegeta.
- Multiple Photo Ops featuring “One Piece Film Red,” “Dragon Ball Super” and “World Trigger.”
- Retail Shop offering a special selection of “One Piece Film Red,” “Dragon Ball Super: SUPER HERO” and Toei Animation merchandise from Atsuko.

10:00 am – 7:00 pm

Javits Center – Booth 2537

Dim Mak Pop-Up

- Immersive shopping experience featuring the premiere of highly coveted wearable and collectible merchandise from two collaborations:
 - Dim Mak x Dragon Ball Super based on the Universe Survival Arc.
 - Dim Mak x One Piece based on the Fisherman Island Arc.
- Daily raffle for Steve Aoki autographed goods.

10:00 am – 7:00 pm

Javits Center – Booth 2537

GIF Green Screen Photo Booth

- Create a four-picture GIF with your choice of assorted backgrounds from “One Piece Film Red,” “Dragon Ball Super,” “Digimon Adventure” and “World Trigger.”
- Free Toei Animation tote bag for first 100 fans each day that post their four-picture GIF on social media with the hashtag #ToeiAnimeNYCC.

6:00 pm Red Carpet

7:00 pm Screening

U.S. Red Carpet Premiere of “One Piece Film Red”

- Toei Animation and Crunchyroll present the U.S. Red Carpet Premiere of the new movie “One Piece Film Red.” Presented with subtitles. By invitation only.

7:45 pm – 8:45 pm

Javits Center – Room 406.3

“One Piece” Screening (Subtitled)

- Screening of “One Piece” Episodes #1029 and #1030 – Special tie-in episodes to the new movie, “One Piece Film Red” featuring the backstory of when young Luffy met Shanks' daughter Uta.

Friday, October 7, 2022

10:00 am – 7:00 pm

Javits Center – Booth 2537

Toei Animation Exhibit ([image01](#))

- Giant and life-sized character displays including Monkey D. Luffy, Goku and Vegeta.
- Multiple Photo Ops featuring “One Piece Film Red,” “Dragon Ball Super” and “World Trigger.”
- Retail Shop offering a special selection of “One Piece Film Red,” “Dragon Ball Super: SUPER HERO” and Toei Animation merchandise from Atsuko.

10:00 am – 7:00 pm

Javits Center – Booth 2537

Dim Mak Pop-Up

- Immersive shopping experience featuring the premiere of highly coveted wearable and collectible merchandise from two collaborations:
 - Dim Mak x Dragon Ball Super based on the Universe Survival Arc.
 - Dim Mak x One Piece based on the Fisherman Island Arc.
- Daily raffle for Steve Aoki autographed goods.

10:00 am – 7:00 pm

Javits Center – Booth 2537

GIF Green Screen Photo Booth

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7:45 pm – 8:45 pm

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“One Piece” Screening (Subtitled)

- Screening of “One Piece” Episodes #1029 and #1030 – Special tie-in episodes to the new movie, “One Piece Film Red” featuring the backstory of when young Luffy met Shanks' daughter Uta.

Saturday, October 8, 2022

10:00 am – 7:00 pm

Javits Center – Booth 2537

Toei Animation Exhibit ([image01](#))

- Giant and life-sized character displays including Monkey D. Luffy, Goku and Vegeta.
- Multiple Photo Ops featuring “One Piece Film Red,” “Dragon Ball Super” and “World Trigger.”
- Retail Shop offering a special selection of “One Piece Film Red,” “Dragon Ball Super: SUPER HERO” and Toei Animation merchandise from Atsuko.

10:00 am – 7:00 pm

Javits Center – Booth 2537

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10:45 am - 11:45 am

Javits Center at Empire Stage

“One Piece Film Red” Panel

- Join members of the English and Japanese crew as well as some of your favorite voice actors from the English dub. Open to badge holders.
- Panelists include:

ENGLISH DUB CAST	JAPANESE STAFF
○ Colleen Clinkenbeard (Luffy)	○ Goro Taniguchi, Director
○ Christopher R. Sabat (Zoro)	○ Shinji Shimizu, Exec. Producer
○ Luci Christian (Nami)	○ Hiroaki Shibata, Producer
○ Sonny Strait (Usopp)	PANEL HOSTS
○ Ian Sinclair (Brook)	○ Anthony Bowling, ADR Director
	○ Kyle Cardine, Crunchyroll

6:45 pm Fan Meet-up

7:00 pm – 8:00 pm

Times Square

“One Piece Film Red” Times Square Takeover ([image02](#))

- Toei Animation and the movie committee are “painting Time Square red” to celebrate the new movie “One Piece Film Red.” Enjoy a specially created and visually stunning “One Piece Film Red” animation synchronized across numerous digital billboards encircling Time Square. The 2-min long animation will loop continuously for one hour.
- Fans and One Piece cosplayers are encouraged to meet by the Time Square TKTS bleachers by 6:45 pm.

7:30 – 8:30 pm

Javits Center – Room 408

“One Piece” Screening (Subtitled)

8:45 pm – 9:45 pm
Javits Center – Room 408

- Screening of “One Piece” Episodes #1029 and #1030 – Special tie-in episodes to the new movie, “One Piece Film Red” featuring the backstory of when young Luffy met Shanks' daughter Uta.

“World Trigger” Screening (English Dub)

- Screening of brand new “World Trigger” Season 2 Episodes #4 and #5 in English Dub and featuring Ian Sinclair as Captain Gatlin.

Sunday, October 9, 2022

10:00 am – 5:00 pm
Javits Center – Booth 2537

Toei Animation Exhibit ([image01](#))

- Giant and life-sized character displays including Monkey D. Luffy, Goku and Vegeta.
- Multiple Photo Ops featuring “One Piece Film Red,” “Dragon Ball Super” and “World Trigger.”
- Retail Shop offering a special selection of “One Piece Film Red,” “Dragon Ball Super: SUPER HERO” and Toei Animation merchandise from Atsuko.

10:00 am – 5:00 pm
Javits Center – Booth 2537

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About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the film distribution of Toei Animation’s top properties, including franchise series Dragon Ball, Sailor Moon, One Piece, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation’s Los Angeles office further handles all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit toei-animation-usa.com.

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