



TOEI ANIMATION
Since 1956



DRAGON BALL , ONE PIECE AND DIGIMON TAKE CENTER STAGE AT NEW YORK COMIC CON FOR TOEI ANIMATION’S FAN CELEBRATION

Programming Line-Up Includes Trio of Panels Featuring Multiple Japanese Guests Together with a Multi-Booth Fan Experience Including a Special One Piece Booth

LOS ANGELES – September 27, 2023. Legendary anime studio Toei Animation returns to New York Comic Con (“NYCC”) this year to celebrate a trio of its top franchises. For 2023, guests at one of the largest annual pop culture conventions in North America will be treated to a bevy of location-based entertainment experiences spotlighting Dragon Ball, One Piece and Digimon over four consecutive days. From October 12 – 15, Toei Animation will showcase these three fan-favorite properties with a line-up spanning celebrity panels to multiple exhibition spaces (Booths #2635 & #2821), which will include not only a pop-up shop, life-sized statues, GIF photobooth, murals and card game demo play but also the unveiling of two giant character inflatables, namely, the worldwide debut of a new Goku balloon and the first ever display of the Monkey D. Luffy Gear Five balloon outside of Japan – the same balloon that debuted during the 2023 One Piece Day celebration at Tokyo Big Sight in July. Booth 2635 will feature both Dragon Ball and Digimon while Booth 2821 will be dedicated to One Piece and will host a special display that will be revealed in a major One Piece franchise announcement on October 4. For NYCC, the **Toei Animation X Dim Mak Pop-Up Shop** (Booth #2821) will present a curated selection of merchandise, including apparel, skate decks and enamel pins, from One Piece, Dragon Ball Super, Digimon and Toei Animation – plus the first drop of all-new One Piece Gear Five designs, including apparel and a skate deck. Attendees are invited to visit Toei Animation’s booths daily during regular show hours throughout NYCC as well as encouraged to use the hashtag #TA_NYCC in their social posts from both the studio’s panels and exhibition spaces.

Toei Animation’s NYCC 2023 programming schedule kicks-off with the **Dragon Ball Special Panel** on Opening Day, Thursday, October 12, at 12:45 pm on the Empire Stage. Attendees will be treated to an exciting franchise update presented by Japanese guest and Executive Producer Akio Iyoku and English dub voice actor Ian Sinclair (voice of Whis) together with host and English dub voice actor Monica Rial

(voice of Bulma). Fans will not want to miss a never-before-seen mystery teaser that will be revealed during the panel before an expected capacity audience.

On Day Two, Friday, October 13, at 1:45 pm in Room 409, Toei Animation presents the **Digimon Adventure – Past & Future Panel**. Led by host Justin Rojas, this special Q&A panel offers North American fans the opportunity to hear from Japanese guest Hiromi Seki, producer of the original “Digimon Adventure” and “Digimon Adventure 02” TV series. The panel will close with a special look at the new movie “Digimon Adventure 02 The Beginning,” which premieres in the United States, Latin American, Australia and New Zealand this fall.

On Day Three, Saturday, October 14, at 6:30 pm on the Main Stage, Toei Animation and Crunchyroll present the **“One Piece” Dub Villains Panel**, which will kick-off with the English dub premiere of “One Piece” Episode 1015. Following the screening, host Jacki Jing will lead a Q&A with a group of English dub voice actors behind some of the anime series’ most iconic villains.

Toei Animation New York Comic Con 2023 Programming Schedule

(as of 09/27/23; All times listed are Eastern)

Thursday, October 12, 2023

10:00 am – 7:00 pm

*Javits Center
Booth 2635*

Toei Animation Main Booth

Visit Toei Animation’s main exhibit booth for a variety of experiences featuring both Dragon Ball and Digimon, including:

- Goku – 21’ tall giant character balloon. ****Worldwide Debut****
- Flying Nimbus Cloud photo op.
- Agumon and Gabumon life-sized statues display.
- “Digimon Adventure 02 The Beginning” movie mural wall.
- Digimon Card Game demo play area.
- GIF green screen photobooth - Create a personalized four-picture GIF using a variety of backgrounds from Dragon Ball, One Piece and “Digimon Adventure 02 The Beginning.”

Daily Giveaways – Free special prize items while supplies last for fans that post their GIF and their pictures with Goku or Agumon & Gabumon on social media, using the hashtag #TA_NYCC.

10:00 am – 7:00 pm

*Javits Center
Booth 2821*

One Piece Exhibit Booth

Visit Toei Animation’s special exhibit booth for a variety of experiences showcasing One Piece, including:

- Monkey D. Luffy Gear Five – 20’ tall giant character balloon. ****First ever display outside of Japan****
- Toei Animation X Dim Mak Pop-Up Shop – Purchase a curated selection of One Piece, Dragon Ball Super, Digimon and Toei Animation branded merchandise including new One Piece Gear Five items.
- Special One Piece Display. ****To be announced on October 4****

Daily Giveaways – Free special prize items while supplies last for fans that post their pictures with Monkey D. Luffy Gear Five on their social media with #TA_NYCC.

12:45 pm – 1:45 pm

Javits Center

Empire Stage

Dragon Ball Special Panel

Join in an exciting update on the Dragon Ball franchise including a mystery teaser reveal.

- Panelists include:
 - JAPANESE STAFF
 - Akio Iyoku, Executive Producer
 - ENGLISH DUB CAST
 - Ian Sinclair (voice of Whis)
 - HOST
 - Monica Rial (English dub voice of Bulma)
- Attendees will receive special giveaway

Friday, October 13, 2023

10:00 am – 7:00 pm

Javits Center

Booth 2635

Toei Animation Main Booth

(see details above)

10:00 am – 7:00 pm

Javits Center

Booth 2821

One Piece Exhibit Booth

(see details above)

1:45 pm – 2:45 pm

Javits Center

Room 409

Digimon Adventure – Past & Future Panel

Join Toei Animation for a Digimon franchise Q&A as well as special look at the new movie “Digimon Adventure 02 The Beginning.”

- Panelists include:
 - JAPANESE STAFF
 - Hiromi Seki, Producer
 - HOST
 - Justin Rojas

Saturday, October 14, 2023

10:00 am – 7:00 pm

Javits Center

Booth 2635

Toei Animation Main Booth

(see details above)

10:00 am – 7:00 pm

Javits Center

Booth 2821

One Piece Exhibit Booth

(see details above)

6:30 pm – 7:30 pm

Javits Center

Main Stage

One Piece Villains Panel

Join Toei Animation and Crunchyroll for the English dub premiere of “One Piece” Episode 1015 followed by a Q&A led by host Jacki Jing and a group of the English dub voice actors behind some the anime series’ most iconic villains.

Sunday, October 15, 2023

10:00 am – 5:00 pm

Javits Center

Booth 2635

Toei Animation Main Booth

(see details above)

10:00 am – 5:00 pm
Javits Center
Booth 2821

One Piece Exhibit Booth
(see details above)

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the distribution of Toei Animation's top properties, including franchise series *Dragon Ball*, *Pretty Guardian 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 also oversees 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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Press Contact:

Scott Barretto for Toei Animation
scottbarretto@publicity-partners.com