



## **USC TROJANS JOIN THE STRAW HAT CREW FOR SEASON OPENER WITH SPECIAL “ONE PIECE FILM RED” HALF TIME SHOW**

*In Celebration of the Film’s Upcoming Release, the Trojan Marching Band Will Perform  
Three Song Set on Saturday, September 3, at USC v. Rice Game*

**Los Angeles – September 2, 2022.** This Labor Day Weekend, the hit global anime franchise One Piece and its beloved pirates are dropping anchor at L.A. Memorial Coliseum for top-ranked USC Trojan’s 2022 season opening game against Rice University. On Saturday, September 3, the USC Trojans will become honorary members of the Straw Hat Crew to celebrate the global theatrical release of “One Piece Film Red” this fall.

To mark the occasion, USC’s Trojan Marching Band will perform a special One Piece half-time show at the Trojans season opener. The 8-minute performance by the “Spirit of Troy” will feature a three-song set from One Piece consisting of (in order of performance) “We Are!,” “New Genesis” and “Over the Top!”

"We're thrilled to partner with USC to cap off our summer celebration of 'One Piece Film Red' with this special half-time show at the Trojan's Labor Day Weekend season opener," said Lisa Yamatoya, director of global marketing for Toei Animation Inc. "We invite fans around the world to join us for film's theatrical release this fall."

Produced by Toei Animation and based on the top-selling manga title of all time by Eiichiro Oda, “One Piece” features an epic quest to find One Piece, the legendary treasure of the former King of the Pirates, Gol D. Roger. “One Piece Film Red” will be the 15<sup>th</sup> film from the franchise when it hits U.S. theaters this fall.

“We are proud to partner with a world-class company like Toei Animation Inc. in promoting the ‘One Piece Film Red’ through an exciting live performance from the USC Trojan Marching Band,” said Drew DeHart, vice president and general manager of USC Sports Properties and Playfly Sports. “The USC Trojans are fired up to join the Straw Hat Crew for the season opener!”

### **Film Synopsis**

Uta—the most beloved singer in the world whose voice has been described as "otherworldly"—is renowned for concealing her own identity when performing. Now, for the first time ever, she will reveal herself to the world at a live concert. With the Navy watching closely, the venue fills with Uta's fans—including excited pirates and the Straw Hats led by Luffy, who simply came to enjoy her sonorous performance—all eagerly awaiting the voice that the whole world has been waiting for to resound. The story begins with the shocking revelation that she is the enigmatic Shanks' daughter.

### **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](http://toei-animation-usa.com).

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### **About Playfly Sports**

USC Sports Properties is a division of Playfly Sports, which is a full-service sports marketing company operating where sports marketing, media & technology converge. Playfly Sports drives outcome-based solutions for brands reaching approximately 83% of all US sports fans generating over 230bn impressions each year in pro, college, and high school sports. Utilizing the influence and durability of local sports fandom, Playfly Sports exclusive rights in the NBA, NHL, MLB, NCAA, esports, and high school sectors drive value for our local, regional, and national brand partners. Playfly's insights-infused multimedia and tech platforms drive innovation through scaled linear, digital, in-venue, and experiential marketing and engagement assets. Playfly Sports has the unique ability to partner, innovate, and advance the aspirations of athletes, brands, academic institutions, and sports fans across the U.S. Playfly Sports is Igniting Brands through the Love of Fans. Visit Playfly Sports online at [playfly.com](http://playfly.com) and follow Playfly Sports on LinkedIn, Twitter, and Facebook: @PlayflySports. [www.playfly.com](http://www.playfly.com).

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