



TOEI ANIMATION
Since 1956

TOEI ANIMATION TO BRING “ONE PIECE EPISODE 1000 DUB WORLD PREMIERE” FAN CELEBRATION TO ANIME EXPO 2023

Studio Reveals Complete Schedule of Franchise Fan Experiences Planned for July 4th Weekend at North America’s Largest Annual Anime Convention



LOS ANGELES – May 31, 2023. It’s official: Anime’s favorite pirates—Monkey D. Luffy and his Straw Hats crew—will drop anchor in Los Angeles this July. Legendary anime studio Toei Animation revealed today plans to host a major “One Piece” celebration as the headline event of its Anime Expo programming schedule this year. “One Piece” has achieved a production milestone with completion of the series’ 1000th dub episode and to commemorate this momentous occasion Toei Animation and Crunchyroll will co-host the “One Piece Episode 1000 Dub World Premiere” on July 2 at the GRAMMY Museum at L.A. LIVE during Anime Expo 2023. Along with the 1000th dub episode screening, this specially produced celebration will feature a variety of fan experiences, including an autograph signing session with Toei Animation animators and dub actors Sonny Strait, Patrick Sietz and Ian Sinclair, a live drawing showcase and Q&A with “One Piece” animators, a Luffy & Shanks statue display, a ONE PIECE CARD GAME demo, One Piece Odyssey demo stations and much more. This event is open to the public and an AX badge is not required. Entry will be on a first come, first served basis and is limited to the maximum venue capacity.

"The 1000th dub episode is a historic milestone for ‘One Piece’ and we’re thrilled to be back at Anime Expo to commemorate this occasion with a major franchise celebration," said Lisa Yamatoya, senior

director of global marketing for Toei Animation Inc. "Together with the North American premiere of 'THE FIRST SLAM DUNK' and our immersive exhibit space, fans will enjoy a wide array of experiences featuring some of Toei Animation's most popular properties."

In addition to the "One Piece" celebration, Anime Expo attendees will have a chance to be part of the first audience in North America to watch Toei Animation's blockbuster film "THE FIRST SLAM DUNK." On July 3, Toei Animation and GKIDS will co-host "THE FIRST SLAM DUNK North American Premiere" ahead of the film's U.S. and Canadian release later this summer. As a special gift, the first 2,500 guests to arrive at the premiere screening will receive a copy of the 32-page official Japanese "THE FIRST SLAM DUNK" souvenir booklet. Plus, throughout the convention, fans are invited to visit Toei Animation's exhibit booth. Spanning 1,600 square feet, this year's exhibit space is an immersive showcase of "One Piece," "Dragon Ball Super," and "THE FIRST SLAM DUNK," that offers numerous experiences ranging from special displays and statues to GIF photo booth and pop-up shopping experience.

Fans are encouraged to use the hashtag #TOEIANIMEAX2023 in their social posts when attending a Toei Animation event or visiting the Toei Animation exhibit booth.

Toei Animation Anime Expo 2023 Programming Schedule

(as of 05/31/23; All times listed are Pacific)

Saturday, July 1, 2023

10:00 am – 6:00 pm
L.A. Convention Center
South Hall
Booth 3306

Toei Animation Exhibit Booth

Visit the Toei Animation exhibit booth for a variety of experiences showcasing "One Piece," "Dragon Ball Super" and "THE FIRST SLAM DUNK," including:

- Balloon of Luffy Gear 4.
- Statue Display of Goku, Vegeta, Hit, Jiren, Golden Frieza and Goku Rose.
- Toei Animation X Dim Mak Pop-Up Shop offering a curated selection of "One Piece," "Dragon Ball Super," "Digimon Adventure" and Toei Animation branded merchandise available for purchase.
- GIF Green Screen Photobooth – Create a personalized four-picture GIF using a variety of backgrounds from "One Piece," "Dragon Ball Super," "Digimon Adventure" and "THE FIRST SLAM DUNK."
- Daily Giveaway – Free special prize item for first 100 fans each day that post their GIF on social media with the hashtag #TOEIANIMEAX2023.

Sunday, July 2, 2023

10:00 am – 6:00 pm
L.A. Convention Center
South Hall
Booth 3306

Toei Animation Exhibit Booth

Visit the Toei Animation exhibit booth for a variety of experiences showcasing “One Piece,” “Dragon Ball Super” and “THE FIRST SLAM DUNK,” including:

- Balloon of Luffy Gear 4.
- Statue Display of Goku, Vegeta, Hit, Jiren, Golden Frieza and Goku Rose.
- Toei Animation X Dim Mak Pop-Up Shop offering a curated selection of “One Piece,” “Dragon Ball Super,” “Digimon Adventure” and Toei Animation branded merchandise available for purchase.
- GIF Green Screen Photobooth – Create a personalized four-picture GIF using a variety of backgrounds from “One Piece,” “Dragon Ball Super,” “Digimon Adventure” and “THE FIRST SLAM DUNK.”
- Daily Giveaway – Free special prize item for first 100 fans each day that post their GIF on social media with the hashtag #TOEIANIMEAX2023.

6:00 pm – 10:00 pm
GRAMMY Museum at L.A. Live
Roof Top Terrace

*Open to the public.
No AX badge required.
Capacity is limited.*

One Piece Episode 1000 Dub World Premiere

Join Toei Animation and Crunchyroll for the world premiere of the 1000th dub episode of “One Piece.” This milestone event includes a specially produced fan celebration featuring:

- Autograph Signing Session with dub cast members Sonny Strait (“Usopp”), Patrick Seitz (“Franky”) and Ian Sinclair (“Brook”).
- Live Drawing Showcase and Q&A with Japanese “One Piece” animators.
- Luffy & Zoro Mascot Photo Ops.
- Luffy & Shanks Life-Sized Statue Display.
- ONE PIECE CARD GAME Demo.
- One Piece Odyssey Demo stations.
- Exclusive Event Giveaways, including an Episode 1000 opening scene storyboard booklet.

Monday, July 3, 2023

10:00 am – 6:00 pm
L.A. Convention Center
South Hall
Booth 3306

Toei Animation Exhibit Booth

Visit the Toei Animation exhibit booth for a variety of experiences showcasing “One Piece,” “Dragon Ball Super” and “THE FIRST SLAM DUNK,” including:

- Balloon of Luffy Gear 4.
- Statue Display of Goku, Vegeta, Hit, Jiren, Golden Frieza and Goku Rose.
- Toei Animation X Dim Mak Pop-Up Shop offering a curated selection of “One Piece,” “Dragon Ball Super,” “Digimon Adventure” and Toei Animation branded merchandise available for purchase.
- GIF Green Screen Photobooth – Create a personalized four-picture GIF using a variety of backgrounds from “One Piece,” “Dragon Ball Super,” “Digimon Adventure” and “THE FIRST SLAM DUNK.”
- Daily Giveaway – Free special prize item for first 100 fans each day that post their GIF on social media with the hashtag #TOEIANIMEAX2023.

12:00 pm – 2:30 pm
L.A. Convention Center
Main Events Hall

THE FIRST SLAM DUNK North American Premiere

Join Toei Animation and GKIDS for the North American premiere of “THE FIRST SLAM DUNK,” the global blockbuster film opening this summer across the U.S. and Canada. This subtitled screening will include:

- Exclusive first-look clip from the soon-to-be-release English dub.
- Free copy of the official Japanese “THE FIRST SLAM DUNK” souvenir booklet for the first 2,500 guests.

Tuesday, July 4, 2023

10:00 am – 3:00 pm
L.A. Convention Center
South Hall
Booth 3306

Toei Animation Exhibit Booth

Visit the Toei Animation exhibit booth for a variety of experiences showcasing “One Piece,” “Dragon Ball Super” and “THE FIRST SLAM DUNK,” including:

- Balloon of Luffy Gear 4.
- Statue Display of Goku, Vegeta, Hit, Jiren, Golden Frieza and Goku Rose.
- Toei Animation X Dim Mak Pop-Up Shop offering a curated selection of “One Piece,” “Dragon Ball Super,” “Digimon Adventure” and Toei Animation branded merchandise available for purchase.
- GIF Green Screen Photobooth – Create a personalized four-picture GIF using a variety of backgrounds from “One Piece,” “Dragon Ball Super,” “Digimon Adventure” and “THE FIRST SLAM DUNK.”
- Daily Giveaway – Free special prize item for first 100 fans each day that post their GIF on social media with the hashtag #TOEIANIMEAX2023.

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](https://www.toei-animation-usa.com).

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