

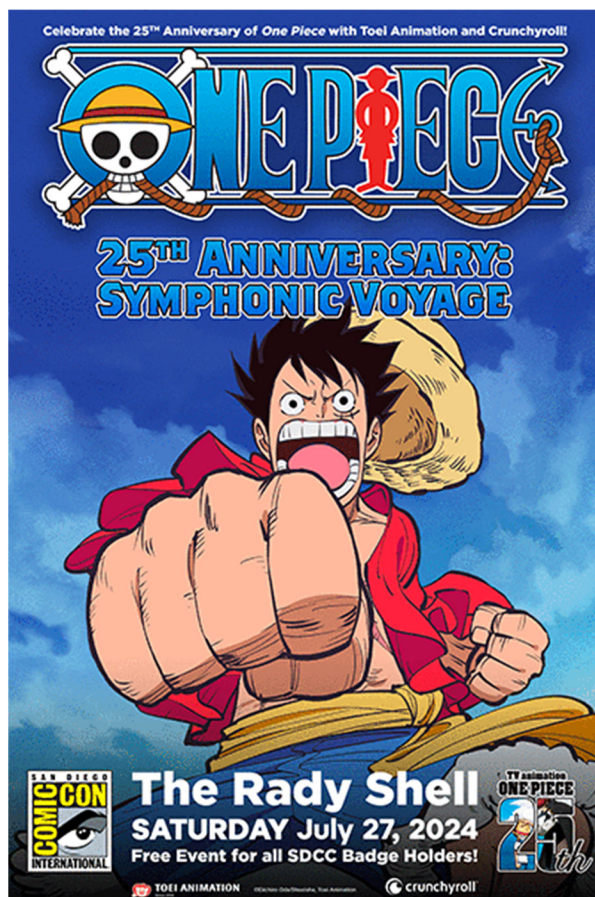


TOEI ANIMATION
Since 1956



TOEI ANIMATION AND CRUNCHYROLL BRING SAN DIEGO COMIC-CON A ONCE-IN-A-LIFETIME “ONE PIECE” EXPERIENCE

The One Piece 25th Anniversary: Symphonic Voyage Performed by the San Diego Philharmonic Orchestra Celebrates the Global Hit Anime from Toei Animation



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Culver City, California (July 10, 2024) – [Toei Animation](#) and [Crunchyroll](#) are teaming up at this year’s San Diego Comic-Con to bring fans a mix of immersive *One Piece* activations that features the showcase event, the **One Piece 25th Anniversary: Symphonic Voyage**. Produced specially for San Diego Comic Con 2024, the **One Piece 25th Anniversary: Symphonic Voyage** is a live outdoor concert experience celebrating Toei Animation’s worldwide hit series *One Piece* as part of the franchise’s global 25th

anniversary celebration. This once-in-a-lifetime **One Piece** experience will be performed by the San Diego Symphony at the iconic Rady Shell in Jacobs Park and is free with open limited seating, on a first-come, first-served basis, to all San Diego Comic-Con badge holders.

Setting sail at on Saturday, July 27 at 7:00 pm, the **One Piece 25th Anniversary: Symphonic Voyage** with the 40+ piece San Diego Symphony will transport concertgoers on a 90-minute long immersive voyage combining emotional soundscapes and aerial pyrotechnics based on some of the most memorable moments from **One Piece**, the epic series created by Eiichiro Oda and produced by Toei Animation – now anime’s longest running global phenomenon.

From 5:00 PM until an hour after the concert, attendees are invited to enjoy an assortment of activations that will deepen their love for **One Piece** with some of their most favorite Straw Hats! Take on the Gum-Gum Punch Challenge with **Luffy**, snap a photo with **Nami**, and tickle the ivories with **Brook** and his piano!

Doors open at 5:00 PM, but all San Diego Comic-Con badge holders are welcome to line up at the Rady Shell starting at 4:00 PM on Saturday. Please be on the lookout for Toei Animation and Crunchyroll team members as well as signage at the Rady Shell for directions to the general admission line.

Plus, all weekend long from July 25 – 28 inside the San Diego Convention Center, X marks the spot for would-be-pirates at both the Toei Animation (#3635) and Crunchyroll (#4135) booths. Fans can check out exclusive in-booth **One Piece** programming and merchandise including a DIM MAK X ONE PIECE pop-up shop (#3635) and podcast stage (#4135). Step aboard the deck of a pirate ship and adventure across seascapes from the series—from Alabasta to Egghead Island and beyond!

One Piece 25th Anniversary: Symphonic Voyage

Saturday, July 27, 2024

The Rady Shell in Jacobs Park

4:00 PM	Line Starts
5:00 PM	Doors Open
7:00 PM	Concert Starts
8:30 PM	Concert Ends
9:30 PM	Venue Closes

Details subject to change. Updates can be found on [Toei Animation’s social media channels](#) and [Crunchyroll News!](#)

For those who cannot attend San Diego Comic Con, please check out both Toei Animation on its [X](#), [Instagram](#), [Facebook](#), [TikTok](#), and [YouTube Channel](#) and Crunchyroll on its [X](#), [Instagram](#), [TikTok](#), and [YouTube Channel](#) for updates offering fans all the greatest highlights.

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About One Piece

Produced by Toei Animation and based on the top-selling manga title of all time by creator Eiichiro Oda, the iconic TV series *One Piece* first debuted on Japanese TV in October 1999 and features pirate Monkey D. Luffy and his Straw Hat crew on their epic quest to find “One Piece,” the legendary treasure of the former King of the Pirates, Gol D. Roger. Now 25 years since the premiere of the original episodic series, *One Piece* has taken its place as part of mainstream pop culture, attracting fans of all ages. Today, the franchise encompasses 15 feature films, numerous video games, a trading card game and, together with agreements detailed below, a constantly growing catalog of licensed apparel, footwear, accessories, toys, games, sporting goods, stationary, gifts, novelties, household goods, books, food & beverage and location-based entertainment.

About Toei Animation

Based in Los Angeles, Toei Animation Inc. manages the 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. In addition, 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.

About Crunchyroll

Crunchyroll connects anime and manga fans across 200+ countries and territories with the content and experiences they love. In addition to free ad-supported and membership Premium content, Crunchyroll serves the anime community across events, theatrical, games, consumer products, collectibles, and manga.

Anime fans have access to one of the largest collections of licensed anime through Crunchyroll and translated in multiple languages for viewers worldwide. Viewers can also access simulcasts—top series available immediately after Japanese broadcast.

Crunchyroll is available on 15 platforms, including most gaming consoles.

Crunchyroll, LLC is an independently operated joint venture between U.S.-based Sony Pictures Entertainment and Japan’s Aniplex, a subsidiary of Sony Music Entertainment (Japan) Inc., both subsidiaries of Tokyo-based Sony Group.

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