



TOEI ANIMATION SET TO SHOWCASE “ONE PIECE” AND “DIGIMON BEATBREAK” AT NEW YORK COMIC CON 2025

Programming Line-Up Celebrates Series with Special Guest Panels, Booth & Pop-Ups, Card Giveaways, Autograph Raffle and More

LOS ANGELES – September 29, 2025. ONE PIECE and Digimon will take center stage with Toei Animation next month at New York Comic Con 2025. The legendary anime studio returns to New York’s Javits Center to celebrate these two hit global franchises beloved by fans for more than 25 years and counting. At this year’s event, Toei Animation will showcase both its longest-running episodic series, “ONE PIECE,” and its newest episodic series, “DIGIMON BEATBREAK,” with mix of location-based entertainment experiences — from its exhibition booth and pop-up stores to special guest panels and photo ops to card game giveaways and autograph raffle.

For NYCC 2025, Toei Animation’s exhibit booth (#2403) will be the first booth, located immediately inside the main entrance of the exhibit hall (Northside main gate) and will encompass 60’ by 60’ of floor space that offers visitors an immersive ONE PIECE experience featuring a massive Monkey D. Luffy GEAR5 hanging together with larger-than-life, never-before-seen graphic images from the anime series — revealed for the very first time and wrapped on a massive 46.5’ by 15.8’ wall and around two trapezoidal structures that flank its right and left sides. Located at the rear of the booth are individual ONE PIECE Card Game and Bandai Toys and Collectibles Pop-Up stores displaying an extensive selection of trading cards and merchandise curated especially for NYCC 2025 and available for purchase. While visiting the booth, attendees are invited to complete a survey and draw a ticket to join an exclusive autograph session with “DIGIMON BEATBREAK” voice actor Megumi Han. Plus, in addition to the exhibit booth, fans can also stop by a “DIGIMON BEATBREAK” photo op located on the concourse that depicts the new group of original characters and Digimon introduced in the episodic series. Attendees are invited to visit Toei Animation’s booth, pop-up shops and photo op every day during New York Comic Con’s regular show hours.

On Friday, October 10 at 12:45 pm, Toei Animation presents its “ONE PIECE” Panel on the Empire Stage in Javits North. The “ONE PIECE” Panel will feature a bevy of special guests; namely, Producer Ryuta Koike, Series Director Wataru Matsumi and English dub Cast Members Ian Sinclair (Voice of Brook) and Madeleine Morris (Voice of Lilith – Punk 02). Fans can look forward to an exciting hour-long panel that will include not only guest Q&A and a spirited discussion of the Egghead Arc but also a not-to-be-missed insiders’ perspective of the upcoming Elbaf Arc, which might just include a surprise reveal. Toei

Animation will conduct a ONE PIECE Card Game Giveaway before the panel starts. Upon entering the Empire Stage, audience members will receive a Monkey D. Luffy (CS 2024 Participation) – ONE PIECE Card Game Promo Card. Limit one (1) promo card per person while supplies last.

Then on Sunday, October 12 at 12:30 pm, Toei Animation presents its “DIGIMON BEATBREAK” Panel in Room 405 in Javits North. The “DIGIMON BEATBREAK” Panel will welcome special guests Producer Hiroyuki Sakurada and Cast Member Megumi Han (Voice of Gekkomon) for an engaging hour-long event spotlighting the brand new episodic series, which will premiere on October 5 in Japan. Fans will enjoy a lively discussion and Q&A offering behind the scenes commentary and a look ahead of the show, plus a screening of the new Digimon Story Time Stranger trailer. Before the panel, upon entering, audience members will receive a souvenir “DIGIMON BEATBREAK” mini-poster. Limit one (1) poster per person while supplies last. And, at the conclusion of the panel, five (5) audience members will be selected to participate in the exclusive autograph session with Megumi Han at 3:00 pm later that day.

In addition to all of its Javits Center programming, Toei Animation also invites NYCC attendees and the public alike to visit [ONE PIECE x MERCER LABS](#) at 21 Dey Street in the Financial District of Lower Manhattan. Announced last week, ONE PIECE x MERCER LABS is a groundbreaking immersive exhibition that launches on Thursday, October 9 and continues until Sunday, November 30. During NYCC 2025, ONE PIECE x MERCER LABS will be open daily from 5:00 pm – 10:00 pm, Thursday thru Sunday. Ticket prices start at \$50 and can be purchased at mercerlabs.com.

Attendees are encouraged to use the hashtag #TA_NYCC in their social posts about any of Toei Animation’s NYCC 2025 programming.

In-person press interviews with ONE PIECE and DIGIMON BEATBREAK guest panelists are available by appointment on Friday and Saturday, respectively.

Toei Animation New York Comic Con 2025 Schedule of Events

(as of 09/29/25; All times listed are Eastern.)

Thursday, October 9, 2025

10:00 am – 7:00 pm

*Javits Center
Booth 2403*

Toei Animation Exhibit Booth

Visit Toei Animation’s exhibit booth for a variety of experiences, including:

- Monkey D. Luffy GEAR5 Balloon
- ONE PIECE Card Game Pop-Up Store
- ONE PIECE Bandai Toys & Collectibles Pop-Up Store

****Special Autograph Raffle****

Complete a survey and draw a ticket to join an exclusive autograph session with Actor Megumi Han, voice of Gekkomon and star of “DIGIMON BEATBREAK” on Sunday, October 12. Thursday winners will participate in the 10:00 am autograph session.

10:00 am – 7:00 pm

*Javits Center
Concourse*

“DIGIMON BEATBREAK” Photo Op

Enjoy a special photo-op for the brand new series featuring its fresh group of original characters and their Digimon.

5:00 pm – 10:00 pm

*Mercer Labs
21 Dey Street*

Friday, October 10, 2025

10:00 am – 7:00 pm

*Javits Center
Booth 2403*

10:00 am – 7:00 pm

*Javits Center
Concourse*

12:45 pm – 1:45 pm

*Javits North
Empire Stage*

5:00 pm – 10:00 pm

*Mercer Labs
21 Dey Street*

Saturday, October 11, 2025

10:00 am – 7:00 pm

*Javits Center
Booth 2403*

10:00 am – 7:00 pm

*Javits Center
Concourse*

5:00 pm – 10:00 pm

*Mercer Labs
21 Dey Street*

ONE PIECE x MERCER LABS

Don't miss the chance to visit this limited engagement, cutting edge exhibition experience that will immerse you in the world of ONE PIECE like never before. Tickets at mercerlabs.com.

Toei Animation Exhibit Booth

(See details above)

****Special Autograph Raffle****

Friday winners will participate in the 10:00 am autograph session.

"DIGIMON BEATBREAK" Photo Op

(See details above)

"ONE PIECE" Panel

Join Toei Animation along with Producer Ryuta Koike, Series Director Wataru Matsumi and English dub Actors Ian Sinclair and Madeleine Morris for a special Q&A and discussion about "ONE PIECE," the current Egghead Arc and the upcoming Elbaf Arc. Open to all badge holders.

****Special Panel Giveaway****

ONE PIECE Card Game giveaway for all audience members. Limit one (1) promo card per person, while supplies last.

Panelists include:

- GUESTS
 - Ryuta Koike, *Producer*
 - Ian Sinclair, *Voice of Brook*
 - Wataru Matsumi, *Series Director*
 - Madeleine Morris, *Voice of Lilith Punk-02*

ONE PIECE x MERCER LABS

(See details above)

Toei Animation Exhibit Booth

(See details above)

****Special Autograph Raffle****

Saturday winners will participate in the 3:00 pm autograph session.

"DIGIMON BEATBREAK" Photo Op

(See details above)

ONE PIECE x MERCER LABS

(See details above)

Sunday, October 12, 2025

10:00 am – 5:00 pm

*Javits Center
Booth 2403*

10:00 am – 5:00 pm

*Javits Center
Concourse*

10:00 am – 10:30 am

*Javits Center
Booth 2319*

12:30 pm – 1:30 pm

*Javits North
Room 405*

3:00 pm – 3:30 pm

*Javits Center
Booth 2319*

5:00 pm – 10:00 pm

*Mercer Labs
21 Dey Street*

Toei Animation Exhibit Booth

(See details above)

****Special Autograph Raffle****

Sunday winners will participate in the 3:00 pm autograph session.

“DIGIMON BEATBREAK” Photo Op

(See details above)

Autograph Session with Actor Megumi Han

at Bandai Namco Entertainment booth

“DIGIMON BEATBREAK” Panel

Join Toei Animation along with Producer Hiroyuki Sakurada and Actor Megumi Han for a special Q&A and discussion about “DIGIMON BEATBREAK” with behind the scenes commentary and look ahead of the show, plus a screening of the new Digimon Story Time Stranger trailer. Open to all badge holders.

****Special Panel Giveaways****

- “DIGIMON BEATBREAK” mini-poster giveaway for all audience members before the panel. Limit one (1) poster per person, while supplies last.
- Megumi Han autograph giveaway following the panel. Five (5) audience members will be selected to join the exclusive autograph session with Megumi Han at 3:00 pm.

Panelists include:

- GUESTS
 - Hiroyuki Sakurada, *Producer*
 - Megumi Han, *Voice of Gekkomon*

Autograph Session with Actor Megumi Han

at Bandai Namco Entertainment booth

ONE PIECE x MERCER LABS

(See details above)

About Toei Animation Inc.

Toei Animation Inc. is based in Los Angeles and 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.

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