

## Hello Kitty Appointed Ambassador for Grand Sumo Tournament in London

*Beloved character to connect with children and share Japanese culture abroad*



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**Tokyo, September 2, 2025** – Sanrio Co., Ltd. today announced that Hello Kitty has been appointed Ambassador for the Grand Sumo Tournament in London, to be held October 15–19, 2025, at the Royal Albert Hall.

To mark the appointment, Hello Kitty appeared with Yokozuna Hoshoryu at a departure ceremony on September 2 at Ryōgoku Kokugikan, the historic center of professional sumo in Tokyo.

The London tournament will be the first held in 34 years, since 1991. With her official profile stating that she was born in the suburbs of London, Hello Kitty is uniquely positioned to welcome audiences in her “hometown.” In her ambassador role, she will take part in children’s programs, cultural exchange activities, and a special exhibition at the Royal Albert Hall’s Henry Hall Room featuring collaborations with traditional Japanese crafts.

In addition, as part of Sanrio’s Nakayoku Project—the company’s global social contribution initiative—Hello Kitty will visit hospitals and community facilities across the UK to meet children and share smiles.

Through this event, Sanrio seeks to advance its corporate philosophy of “*Minna Nakayoku*” (Getting Along Together) and its vision, *One World, Connecting Smiles*— which aims to create smiles for as many people as possible and spread the circle of happiness even further afield.

## ■ Message from Hello Kitty

“Hello, everyone! It’s Hello Kitty. I’m so happy to be joining the sumo wrestlers in sharing the beauty of Japanese traditional culture with the people of London! While I’m there, I’ll be participating in the sumo tournament and visiting friends at schools and hospitals as well. I’m feeling a mix of nerves and excitement about this new challenge, but I can’t wait to make lots of new friends. London friends—I hope you’re all looking forward to meeting me too!”



## ■ Yokozuna Hoshoryu’s aspirations for the London tournament

Yokozuna Hoshoryu commented, “This was my first time meeting Ambassador Hello Kitty when we appeared together, and she was absolutely adorable.

This will also be my very first overseas performance, and I feel both honored and excited. I hope this tournament will provide the people of London with a chance to discover and appreciate the world of sumo.

I also want to convey the appeal of sumo to children, and I will do my best with a strong sense of responsibility as a sumo wrestler. I will give everything I have in each match, striving for victory, and I would be very grateful for everyone’s support.”



## ■ About the Grand Sumo Tournament in London

This will be the first sumo tournament held in London in 34 years, since 1991. Over the course of five days, bouts featuring top-division sumo wrestlers will be presented, along with sacred ceremonies that highlight the historical and cultural significance of sumo. Audiences will have the opportunity to experience not only sumo as a sport, but also the depth of Japan’s rich traditions and spiritual heritage.

Overview:

- **Event:** Grand Sumo Tournament in London
- **Presented by:** Royal Albert Hall, Askonas Holt, Japan Sumo Association
- **Dates:** October 15 (Wed) – October 19 (Sun), 2025
- **Royal Albert Hall (English website):**  
<https://www.royalalberthall.com/tickets/events/2025/the-grand-sumo-tournament>

## ■ About Hello Kitty

She is a bright and gentle girl character, born in the suburbs of London, UK. Her dream is to become either a pianist or a poet, and she excels at music and English. She is very close with her twin sister, Mimmy.

Profile:

- **Birthday:** November 1
- **Birthplace:** A suburb of London
- **Height:** About five apples tall
- **Weight:** As much as three apples
- **Blood type:** A
- **Talents:** Baking cookies and playing the piano

Favorite food: Her mama's home-baked apple pie

### ■ About the Sanrio Nakayoku Project

This project is part of Sanrio's social contribution initiatives, delivering smiles around the world under the corporate philosophy of "*Minna Nakayoku*" (Getting Along Together).



URL: <https://corporate.sanrio.co.jp/sustainability/nakayoku/>

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