

## “MY MELODY ♡ KUROMI GAME PLAZA” Makes Global Debut at New York Comic Con 2025

Tokyo, Japan – October 8, 2025 – Sanrio Co., Ltd. announces the global debut of its immersive pop-up experience, MY MELODY ♡ KUROMI GAME PLAZA, at New York Comic Con (NYCC) 2025, taking place October 9–12 at the Jacob K. Javits Convention Center in New York City.

Originally launched in Tokyo in July 2025, the GAME PLAZA pop-up was created to commemorate My Melody’s 50th anniversary and Kuromi’s 20th anniversary. Themed around the duo’s friendship referred to as “Melokuro”, the interactive event invites fans and visitors to play three original arcade-style games and take photos at immersive, character-themed spots—offering fun, memorable moments to connect with the characters and each other.

Following its success in Japan—where it drew over 140,000 visitors—the GAME PLAZA makes its highly anticipated international debut, starting with its U.S. premiere at NYCC 2025, in response to enthusiastic global fan demand.

NYCC is one of North America’s largest and most influential pop culture conventions, drawing over 200,000 fans, creators, and industry professionals annually. Covering everything from comics and anime to games and film, it serves as the perfect stage to introduce the GAME PLAZA to an enthusiastic audience.

After New York, the GAME PLAZA will continue its global tour, with confirmed stops in China (September–October) and Malaysia (from November). Additional international locations will be announced soon, as part of a worldwide celebration of My Melody and Kuromi’s enduring charm.

My Melody and Kuromi—two of Sanrio’s most beloved characters—continue to inspire joy, friendship, and connection across generations. Their message, *“When they’re together, the cuteness is endless!”*, captures the heart of the anniversary celebration.



## Supercute Surprise at the GAME PLAZA with Japanese Comedian, Naomi Watanabe

To kick off the event, on October 8, comedian and My Melody & Kuromi fan Naomi Watanabe made a special visit to the venue, delighting in her first meeting with the characters and trying out the games firsthand.

Naomi Watanabe, who moved to New York with the dream of becoming a comedian from Japan, shares something in common with My Melody and Kuromi—beloved Japanese characters who bring smiles to fans across generations.



My Melody and Kuromi together with Naomi Watanabe



Experiencing the capsule toy machine

## Highlights of MY MELODY ♥ KUROMI GAME PLAZA at NYCC 2025



Giant My Melody and Kuromi balloons towering over 2 meters high



Catcher game to get an event-exclusive smartphone wallpaper



Strike a pose to match the sample on screen



Turn the capsule toy machine and receive a sticker



Take mirror selfies at the reflective photo spot



A special area to explore the world of artist "KUROMI" and listen to her music



## Character Profiles



### **My Melody**

She is a good-natured, cheerful girl who loves her little brother.

Her most treasured possession is the cute hood her grandma made for her.

**Birthday:** January 18

**Personality:** Calm and Cheerful

**Dream:** To make delicious sweets

**Hobbies:** Baking cookies



### **Kuromi**

She is mischievous and enjoys causing trouble.

She is a go-getter who marches to the beat of her own drum and is not influenced by those around her.

**Birthday:** October 31

**Personality:** Actually is very girly

**Favorite:** Pickled scallions

**Hobbies:** Keeping a diary

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