

Sanrio Games to Debut at Tokyo Game Show 2026

From Trialing New Games to Character Performances!

Sanrio Games Special Website for Tokyo Game Show 2026: <https://www.sanrio-games.jp/en-us/tgs2026/>

Tokyo, Japan – August 20, 2026 – Sanrio Co., Ltd. will make its first appearance at the Tokyo Game Show 2026, one of Japan's largest gaming exhibitions, under its game brand, Sanrio Games. The event will be held at Makuhari Messe from Thursday, September 17 through Monday, September 21, 2026.



Image of booth for public exhibition.

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Sanrio Games is Sanrio's first-ever game brand, launched in April this year. For its debut appearance at the Tokyo Game Show, Sanrio Games will showcase its lineup across two areas: the General Exhibition Area and the Family Game Park. Visitors will have the opportunity to get an early hands-on experience with upcoming titles, including **HELLO KITTY PARTY LAND**, the brand's first title, a party game for Nintendo Switch and Nintendo Switch 2 launching on October 29, 2026, as well as **Sanrio Kawaii Me Live!**, a rhythm-and-dance game for smartphones scheduled for release in 2027. For the first time, Sanrio will also unveil in-game artwork featuring the "Knights" and "Lords" from **Fragariamemories: Color of Wishes**, a new smartphone title announced in November 2025, displayed across an entire wall. The venue will be transformed into an immersive space filled with Sanrio character-themed decorations, allowing visitors to step into the world of Sanrio Games and experience its unique charm firsthand.

Each booth will feature a dedicated stage, where Sanrio characters will make daily appearances. Highlights include a DJ performance by Kuromi and a live performance by Pompompurin, who took the top spot in the 2026 Sanrio character ranking. A variety of special guests will also take the stage throughout the event.

Visitors who attend the event and try out the games will also receive exclusive Sanrio Games giveaways. Detailed on the booths and extra performances will be posted to the dedicated site in the coming days.

Outline of Sanrio Games Exhibition at Tokyo Game Show 2026

Period: Business Days Sep. 17 (Thu) - 18 (Fri) 10:00-17:00

Public Days: Sep. 19 (Sat) - 20 (Sun) 9:30-17:00, Sep. 21 (Mon) 9:30-16:00

Venue: Makuhari Messe (Exhibition Hall1-11, International Conference Hall) / TKP Tokyo Bay Makuhari Hall

Exhibit Space: [General Exhibition Area] Hall 8 [08-S01]

[Family Game Park 2026] TKP Tokyo Bay Makuhari Hall

Dedicated Site: <https://www.sanrio-games.jp/en-us/tgs2026/>

*Opening times differ between Business Days and Public Days.

*Depending on conditions, the opening time on Public Days may be moved up by 30 minutes.

Stage Events

Each booth will host special stage events exclusive to Tokyo Game Show 2026, featuring appearances by Sanrio characters and special guests.

At the General Exhibition Area, Kuromi will take the stage for a DJ performance featuring songs planned for inclusion in *Sanrio Kawaii Me Live!*.

On Sunday, September 20, Pompompurin, who took the top spot in the 2026 Sanrio character ranking, will appear at the Family Game Park for the special stage event “Pompompurin Special Stage: Pa-pi-pu-pe-Pom!” During the event, Hello Kitty, Kuromi, My Melody, Pompompurin, and Cinnamoroll will make appearances at the General Exhibition Area. Hello Kitty will make her first appearance in a special outfit inspired by Sanrio Games. In addition, shortly after the venue opens to the public, Sanrio characters will welcome visitors near the booth.

Details of additional stage events and the full stage schedule will be announced in due course on the Sanrio Games Tokyo Game Show special website.



Games Exhibition Information

1. *HELLO KITTY PARTY LAND* (General Exhibition Booth / Family Game Park Booth)



HELLO KITTY PARTY LAND is a party game for Nintendo Switch and Nintendo Switch 2, launching on Thursday, October 29, 2026. At the event, visitors will have the chance to play the game ahead of its official release and get an early look at content featured in the full version, including a variety of mini-games, character customization, and a sticker book.

2. *Sanrio Kawaii Me Live!* (General Exhibition Booth)



Sanrio Kawaii Me Live! is a smartphone game scheduled for release in 2027. At the event, visitors can get an early hands-on experience with this "super KAWAII" rhythm-and-dance game, as well as enjoy dress-up customization features for Sanrio characters and for the live stages that appear in the game. In the game, players will be able to play songs inspired by Sanrio characters.

3. *Fragariamemories: Color of Wishes* (General Exhibition Booth)



This is a new smartphone game title from Fragariamemories, a knightly fantasy project whose production was announced in November 2025. At the event, newly drawn in-game artwork featuring the “Knights” and “Lords” from the game will be unveiled for the first time in a wall-sized exhibition.

Special Limited-Edition Visor Giveaway to Guests

Visitors who attend the event and try out the games will receive a special Tokyo Game Show 2026–themed visor featuring Hello Kitty, Cinnamoroll, or Pompompurin.

In addition, exclusive event giveaways and special prize campaigns will be held throughout the event. Details will be announced in due course on the Sanrio Games Tokyo Game Show special website.

※ Giveaways are available while supplies last and will end once all items have been distributed.

※ Images are for illustrative purposes only and may differ from the actual giveaways.

※ Giveaway items are subject to change or cancellation without prior notice.

Sanrio Games Official Site: <https://www.sanrio-games.jp/en-us/>

Original Sanrio Character Sun Visor

(Hello Kitty / Cinnamoroll / Pompompurin)



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About Sanrio Games

Sanrio Games is a game brand established by Sanrio to create new touchpoints that connect its character IPs with fans around the world.

Going beyond entertainment through games alone, the brand aims to create uniquely Sanrio integrated experiences by linking games with the company's existing assets, including merchandise, theme parks, and other offerings.



Sanrio Games Official X : https://x.com/SanrioGames_GL

Sanrio Games Official YouTube : https://www.youtube.com/@SanrioGames_Global

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For more information, visit <https://corporate.sanrio.co.jp/en/>