



Sanrio's New Game Title, *Sanrio Kawaii Me Live!*, Slated for Global Release in January!

First Smartphone Title Release for Sanrio Games! Pre-registration begins September 21

Tokyo, Japan – September 21, 2026 – Sanrio Co., Ltd. today announced that its first smartphone title under its Sanrio Games brand, the dance and rhythm game ***Sanrio Kawaii Me Live!***, is slated for a global release in January 2027. Pre-registration begins on Monday, September 21, 2026.



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In *Sanrio Kawaii Me Live!*, players can enjoy rhythm-based gameplay featuring their favorite Sanrio characters jamming out to songs they inspired. Players can also customize character outfits and stage designs to create their own one-of-a-kind "super-kawaii" look. The game will also feature original songs created specifically for this title through collaborations with Universal Music artists **Soala, SHE'S, Lienel, Polkadot Stingray, Yabai T-Shirts Yasan, and Mi'Line Hearts**. A new music collaboration with **ZUTOMAYO** has also been confirmed.

Ahead of the game's release, a concept promotion video is now available on the official Sanrio Games YouTube channel. A campaign offering in-game items and other rewards also coincides with the start of pre-registration, .

***Sanrio Kawaii Me Live!* Concept Promotional Video Release**

The concept promotional video will premiere on the official Sanrio Games YouTube channel at 12:00 p.m. on Monday, September 21. Featuring the characters dancing cutely to the rhythm, the video offers a glimpse into the unique world of *Sanrio Kawaii Me Live!* and will leave viewers excited to groove along with the music.

Promotional Video: <https://youtu.be/4x1UhaqvskM>



Pre-registration & Official Social Media Follow Campaign

A campaign will allow fans to unlock in-game rewards based on the combined number of app pre-registrations and followers of the official social media accounts. A variety of rewards will be available at different milestone levels, with a special Sanrio Games-themed Hello Kitty outfit awarded when the total reaches 1 million.

Campaign site: <https://www.sanrio-games.jp/en-us/games/sanrio-kawaii-me-live/pre-registration/>

Reward List

50,000 registrations: Cosmo Soda (L) ×10 (*An item that restores Live Boost*)

100,000 registrations: Kawamillite ×3,000 + Time Travel Ticket × 10 (*in-game currency and items that can be used to reduce crafting time*)

200,000 registrations: ★1 Accessory Set (*One set per character. Available for 15 characters.*)

300,000 registrations: Gacha Ticket × 10 *Tickets for 10 Gacha pulls*

500,000 registrations: Character Sticker Set

800,000 registrations: Guaranteed ★3 Gacha Ticket ×1

1,000,000 registrations: Sanrio Games Mira Wear (Hello Kitty)



Release Celebration Live Event “Sanrio Kawaii Me Live! Launch Live” to Be Held!

On Thursday, January 14, 2027, Sanrio will hold the release celebration live event “Sanrio Kawaii Me Live! Launch Live” at Yokohama Kannai Hall. The special live event will feature songs from the game performed with unique live-event staging and production.

The event will feature collaboration artists Soala, SHE'S, Lienel, Polkadot Stingray, Yabai T-Shirts Yasan, and Mi'Line Hearts, as well as a performance by Artist KUROMI in her 3D look. Sanrio characters including Hello Kitty, Cinnamoroll, Pompompurin, and My Melody will also make an appearance.

Pre-registration and Release Information

- **Title:** Sanrio Kawaii Me Live!
- **Release Date:** January 2027
- **Price:** Free-to-play (includes optional in-app purchases)
- **Genre:** Dance & Rhythm Game
- **Platforms:** App Store / Google Play
- **Pre-registration Start Date:** September 21, 2026
- **Preregistration Site:** App Store <https://apps.apple.com/app/id6749342133>
Google Play <https://play.google.com/store/apps/details?id=jp.co.sanrio.kawaiimelive>
- **Official Website:** <https://www.sanrio-games.jp/en-us/games/sanrio-kawaii-me-live/>
- **Official X Account:** https://x.com/SanrioKML_GL



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/>