

Press Release

## Establishment of a tie-up project between the TYO Animations-produced, "Tamayura" animation, and Yokosuka City

TYO Animations Inc.

TYO Inc.

We have decided to establish a tie-up between the animation produced by TYO Animations Inc., (Location: Kiyose City, Tokyo; Representative Director: Satoshi Yamaguchi; TYO Group), "Tamayura", and Yokosuka City in Kanagawa Prefecture.

"Tamayura" is an animation due to be aired from October this year after it was launched in 2010 by OVA and attracted immediate attention. Junichi Sato of TYO Animations created the original work, and directed and serialized it.

A tie-up with Yokosuka City has been established because the main character, Fu Sawatari lived there until her middle school years.

The tie-up project is due to begin by the "2011 Tamayura Festival" which will be held on August 14 at the Yokosuka Art Theatre.

Details of the tie-up project are as follows.

- Tamayura poster campaign throughout the city.

Promoting Tamayura in preparation for the start of airing in October.

- Sale of limited-edition retort Yokosuka Navy Curry.

Tamayura appears on Yokosuka limited-edition product. Shioiri in Yokosuka has been used as the stage for this illustration.

- "Tamayura's nice gourmet tour" gourmet stamp rally

While touring the main character's hometown, a stamp rally will be held in collaboration with Yokosuka City center restaurants where participants can enjoy a menu featuring local cuisine such as "Yokosuka Navy Curry", "Yokosuka Navy Burger", "Yokosuka Cherry Cheese Cake". Participants not only get to enjoy an original and collaborative Tamayura-themed menu provided by local restaurants, they can also win a premium coaster with the title of Yokosuka Tamayura master or other luxury prizes if they collect all the required stamps.



For more details, click on the following URL. [Yokosuka City tourism homepage: <http://www.cocoyoko.net/> ]



"Tamayura~hitotose~" is due to be aired in October, 2011

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<Inquires about this tie-up project>

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