

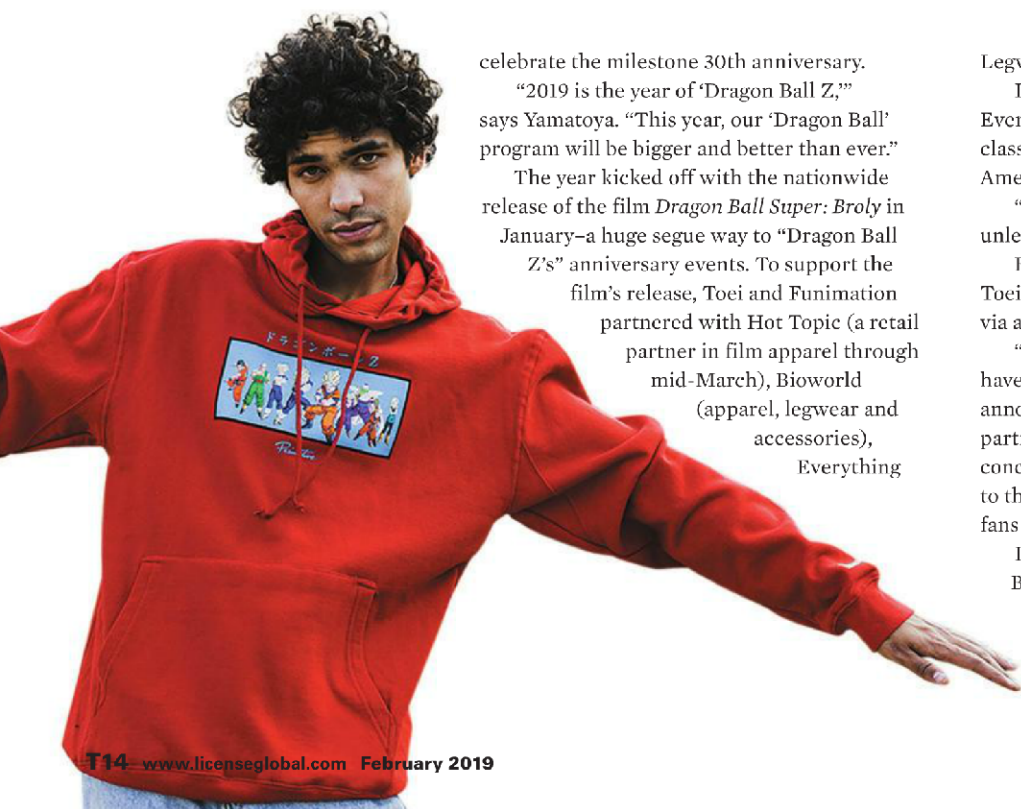
DRAGONBALL Z TOONAMI



BEST FRIENDS SINCE 1998

HAPPY 30TH ANNIVERSARY





celebrate the milestone 30th anniversary.

“2019 is the year of ‘Dragon Ball Z,’” says Yamatoya. “This year, our ‘Dragon Ball’ program will be bigger and better than ever.”

The year kicked off with the nationwide release of the film *Dragon Ball Super: Broly* in January—a huge segue way to “Dragon Ball Z’s” anniversary events. To support the film’s release, Toei and Funimation partnered with Hot Topic (a retail partner in film apparel through mid-March), Bioworld (apparel, legwear and accessories), Everything

Legwear (socks) and Great Eastern (apparel).

In 2018, as part of its partnership with Fathom Events, Toei released three of the most-viewed classic “Dragon Ball Z” titles in movie theaters across America in an effort to promote the new film.

“We never dreamed of showing in a movie theater unless it was a new release,” says Yamatoya.

Between March and April, Turner’s Adult Swim and Toei will help celebrate the “Dragon Ball Z” anniversary via an announcement and a promotional giveaway for fans.

“In February, along with Funimation, we’re going to have a 30th anniversary collectible home video release announcement,” says Yamatoya. “This summer, we will partner with Overlook to host a ‘Dragon Ball Z’ symphony concert in the U.S. and Canada. The audience can listen to the symphony while clips from the show play, allowing fans to see the story on-screen with live music.”

In July, Toei and Bandai plan to bring “Dragon Ball” back to Comic-Con in a big way following the success of its appearance last year, which included the “Dragon Ball” takeover of the convention’s adjacent Marriott hotel.