

* *

PRESS RELEASE

* *

14 July 2008



JTB's travel website for overseas visitors to

Japan: JAPANIcAN.com

The "World Cosplay Summit 2008" Tour

on sale from 14 July

— **A tour that allows visitors to find out about and experience Japanese subcultures, like anime and manga, through visits to Akihabara, Ghibli Studios, and Nakano Broadway, as well as the Cosplay Summit in Nagoya.** —

From 14 July, new tours will go on sale on the JAPANIcAN.com website: the travel website for overseas visitors to Japan operated by the JTB group. These are part of the JTB group's tour brand for overseas visitors, Sunrise Tours, which has a proud history of over 40 successful years. The new tours include the "World Cosplay Summit Tour", and the "World Cosplay Summit & Cool Japan Tour".

Website: <http://www.japanican.com/special/WCS2008>

Manga has gained immense popularity in the US and the countries of Europe and Asia, and is a part of Japanese culture that the country should be proud of. Due to this popularity, Japanese manga-themed events are being held the world over. Attracting the most attention at these events are the "costume players" (or "cosplayers" for short), who completely transform themselves into characters from Japanese manga and anime. Cosplay has become so globally ubiquitous that its Japanese-constructed name even appears as a term in the *Concise Oxford English Dictionary* from the Oxford University Press.

These new package tours are designed to allow overseas visitors to come and see this year's sixth World Cosplay Summit as well as to efficiently get around other cool manga- and anime-related spots. JTB has prepared **special seats** at this year's World Cosplay Summit especially for this tour, so that visitors will be able to see the world's very best cosplay performances in front of their very eyes.

▼ **World Cosplay Summit 2008 (WCS 2008) – Event Outline**

Dates: 2 (Saturday) & 3 (Sunday) August 2008

2 August (Saturday) – Osu Cosplay Parade (Venue: Osu Shopping District [Naka-ku, Nagoya City])

3 August (Sunday) – World Cosplay Championship (Venue: Oasis 21 [Higashi-ku, Nagoya City])

Participating countries: Brazil, China, Germany, Denmark, Spain, France, Italy, Korea, Japan, Mexico, Singapore, Thailand, USA (13 countries in total)

Organizer: Aichi Television Broadcasting Co., Ltd.

Co-sponsors: Central Japan International Airport Co., Ltd.

About the World Cosplay Summit: The World Cosplay Summit was first held in Nagoya in 2003. The idea of the summit was to illustrate the massive popularity of Japan's manga and animation abroad through the world's cosplayers, who bring this animation to life. It was also to make sure that Japanese people themselves did not forget how cool this aspect of their homegrown culture really is!

In 2007, the event's fifth year, the World Cosplay Summit gathered cosplayers from 12 countries who had passed their national preliminary rounds, and the now well-established Cosplay Parade, held in Osu, Nagoya, attracted 200 national and international participants. The final of the Cosplay Championship, held at Oasis 21, captivated the 10,000-strong audience and was a great success.

▼ **Tour Outline**

Example: "World Cosplay Summit & Cool Japan Tour" - 7 Days

Departure: 30 July 2008

Price: Adult - JPY 95,000 Child (6-11) - JPY 91,000

Itinerary: (7 Days)

Start in Tokyo – Nakano Broadway, Marui One in Shinjuku, Akihabara, Ghibli Museum, Kichijoji

Go to Nagoya – Cosplay parade, Cosplay Summit & free time

Return to Tokyo – free time

(N.B. Other tours also available)

▼ Reservation

Online Booking:

Website: <http://www.japanican.com>

E-mail: support@japanican.jp

Telephone Booking:

- ① JTB Chubu SUNRISE Center Tel: 052-211-3065 09:30 - 17:00 (Mon - Sat)
- ② SUNRISE Center Tel: 03-5796-5454 09:30 - 20:00 (Mon - Sat)

Website: www.japanican.com

Contact Us

*About Tours

SUNRISE Division

JTB Global Marketing & Travel Inc.

Tel: 03-5796-5452

E-mail: sunrisetours@jtb.jp

*About this article

Tomoe Suzuki, JAPANiCAN Inc.

Tel: +81-(0)3-5796-5682

E-mail: info@japanican.jp

JTB Bldg 12F, 2-3-11, Higashi-Shinagawa, Shinagawa-ku,
Tokyo 140-8602 Japan