

Foreign Visitors Promotion Campaign

「Kanahei」 s Small animals - a light Travel to Kawagoe by taking a ride on SEIBU Railway」
Starts from November 1st (Thur) !



- Use the SEIBU KAWAGOE PASS traveling with Piske and Usagi !
- Receive the original goods by showing the SEIBU KAWAGOE PASS !

To promote the SEIBU KAWAGOE PASS and invite foreign visitors to Kawagoe area, SEIBU RAILWAY Co., Ltd. (Location: Tokorozawa, Saitama. President: Hisashi Wakabayashi) is going to hold a new Promotion Campaign which will start from November 1st (Thur) 2018. The Campaign cooperates with the illustrator "Kanahei", using the popular character 「Kanahei」 s Small animals」 (The right of Advertising, Producing and Animating belongs to TV Tokyo Communications, Location: Minato, Tokyo, President: Nobuhiko Oshima) which is famous both in Japan and Taiwan.

Around the period of November 1st (Thur) 2018 to October 31st (Thur) 2019, the customer can receive the Original Designed Souvenir by showing the designate ticket at the specific exchange counter. The original animation which Piske and Usagi introducing the fantastic spots of Kawagoe by taking a ride on SEIBU Railway (Ikebukuro→Tokorozawa→Hon-Kawagoe) will also play on the Smile-Vision monitor inside the train, digital signage at the stations, the SEIBU RAILWAY official YouTube channel

(<https://www.youtube.com/channel/UCI51nhuV2Dbxuud6lVBrVLg>) and the campaign site (<https://www.goodlucktripjapan.com/special/seibu-kanahei/zh/>) which is available for Janpanes and Traditional Mandarin.

This campaign also would like to improve the usage of the Hon-Kawagoe Station which is just next to the famous tourist spots "The Bell of Time" and "the Old Town Kura no machi" of Kawagoe.

For additional information, please refer to the exhibits below.



© kanahei / TXCOM

Piske and Usagi

卡娜赫拉的小動物
恠意樂遊小旅
松本西武鐵道株式會社



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www.kanahei.com

Campaign Logo ※Image



Original Flyer ※Image

【Exhibits】

About 「Kanahei' s Small animals - a light Travel to Kawagoe by taking a ride on SEIBU Railway」

1. Event period

November 1st (Thur) 2018 to October 31st (Thur) 2019

2. Detail

During the above campaign period, customers who present either of the following Pass at designated exchange locations can receive SEIBU RAILWAY×Kanahei' s Small animals original designed present.

※The Campaign is available until the goods ran out.

【Eligible Tickets】 ※Either of the following Pass

- ✓ SEIBU KAWAGOE PASS in Blue Design
- ✓ SEIBU KAWAGOE PASS in Red Design

【Exchange Locations】

- ✓ Hon-Kawagoe Station Tourist Information Center (1st floor of Seibu Hon-Kawagoe PePe)
- ✓ SEIBU Tourist Information Center Ikebukuro (1st floor of Ikebukuro Station, near to Seibu East Exit)

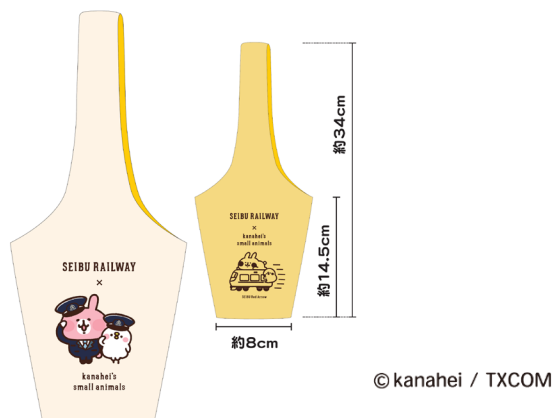
【Limited Original Goods】

- ✓ "SEIBU RAILWAY×Kanahei' s Small animals" original designed drink bag

※Drink bag which is popular in Taiwan having the limited design.

※Design on the both side and is reversible usage.

※Ticket will be marked with "EXCHANGED" stamp after receiving the present.



"SEIBU RAILWAY×Kanahei' s Small animals" original designed drink bag

※Image (reversible usage)

3. Detail of Exchange Counter

✓ Hon-Kawagoe Station Tourist Information Center

Located to the right after exiting the Hon-Kawagoe Station ticket gate, on the 1st floor of Seibu Hon-Kawagoe Pepe.

【Address】 1-22 Shintomicho, Kawagoe, Saitama

【Exchange period】 November 1st, 2018 (Thur.) to October 31st, 2019 (Thur.)

【Office Hour】 9:00~17:00 (November ~ March) 365 days a year

※April ~ June 9:00~18:00

※July ~ October 9:00~19:00



Hon-Kawagoe Station
Tourist Information
Center

✓ SEIBU Tourist Information Center Ikebukuro (TIC Ikebukuro)

Located across from the Limited Express ticket office at the Ikebukuro Station East Entrance.

【Address】 1-28-1 Minami-ikebukuro, Toshima, Tokyo

【Exchange period】 November 1st, 2018 (Thur.) to October 31st, 2019 (Thur.)

【 Office Hour】 8:00~18:00 365 days a year



TIC Ikebukuro

4. About the Campaign Website

The Campaign page not only have the detailed information of this campaign but also have extra recommend spots' information which are not able to introduced on the flyer. An original Animation will also be uploaded to the site. The Campaign website is planning to be ready at the end of October.



Campaign Site QR Code

(Plan to be available at
the end of October)



Original Animation ※Image

【Reference】

• About Kanahei

Kanahei is a Japanese illustrator and manga artist whose unique artwork, manga and anime creations have become highly popular around the world.

Kanahei has won awards in the LINE Creators' Stickers Awards, from the internationally popular instant communications app, LINE. After coming in second place in 2014 and 2015, Kanahei's Small animals series won the Grand Prize in 2016.

LIMA Announces 2018 International Licensing Awards Nominees!

Kanahei's Small animals
Piske&Usagi
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www.kanahei.com

• About the Blue SEIBU KAWAGOE PASS

【Where to buy】 Travel Agencies deal with Japan Travel and the SKYLINER & KEISEI INFORMATION CENTER at the Narita Airport Station and Narita Airport Terminal 2 Station of KEISEI ELECTRIC RAILWAY. Please note that this ticket is only available at the places listed above.



【Detail】 One rountrip from Ikebulkuro, Seibu-Shinjuku or Takadanobaba Station to Hon-Kawagoe Station. Include CO-EDO Loop Bus 1Day Free Pass. Campaign/Discounts at the cooperate stores are available by showing pass.

【Purchase Eligibility】 Foreigner visitors (The passport might be checked when purchasing)

【Ticket Fee】 1,200 Yen (For all ages)

【Limitaion】 Valid on the day of usage

• About the Red SEIBU KAWAGOE PASS

【Where to Buy】 SEIBU Tourist Information Center Ikebukuro (TIC Ikebukuro), Limited Express Ticket Counter of Ikebukuro, Seibu-Shinjuku, Takadanobaba Station and the SKYLINER & KEISEI INFORMATION CENTER at the Narita Airport Terminal Station and Narita Airport 2 Station of KEISEI ELECTRIC RAILWAY.



【Detail】 One-round trip from Ikebulkuro, Seibu-Shinjuku or Takadanobaba Station to Hon-Kawagoe Station. Please note that CO-EDO Loop Bus 1Day Free Pass and Campaign/Discounts are not included.

【Purchase Eligibility】 Foreigner visitors (The passport might be checked when purchasing)

【Ticket Fee】 700 Yen (For all ages)

【Limitaion】 Valid on the day of usage

• About the CO-EDO Loop Bus 1Day Free Pass

【Where to Buy】 Inside the CO-EDO Bus (EAGLE BUS CO.,LTD.)

【Ticket Fee】 500 Yen for adult, 250 for children



◇Customer Inquiries

SEIBU RAILWAY Customer Service Center TEL. (04) 2996-2888

Please select options from menu after listening to recorded guidance.

[Office Hour: Weekdays 9:00-19:00, Weekend and Holidays 9:00-17:00]