



For Immediate Release

March 3, 2021

**Includes cards having a “magically evolving” gimmick  
– toys will be launched & TV animation will be started!**

**Announcement of the card battle series  
“MAZICA PARTY” to be launched in April**

**<Toy> “Summoning characters,” “powering up,” and other effects  
in the animation are authentically recreated with the actual cards!  
Limited first edition packs will be released at a special price!**

**<Animation> Opening theme song: Yusuke ・ Main Character Design: Yusuke Omura  
Protagonist’s voice: Mikako Komatsu ・ Partner’s voice: Junko Takeuchi  
Joined by more superb staff!**

TOMY Company, Ltd.



“MAZICA PARTY” product lineup

Original animation “MAZICA PARTY”  
will also be started!Click here for the  
promotional video

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will newly launch a **card battle series “MAZICA PARTY”** with the theme of “magic × party” beginning in April 2021. This series will include a series of toys centered around trading cards and a broadcast of TV animation.

**The card battle game “MAZICA PARTY,”** whose toys will be launched, is a new type of game. Players can enjoy card battles with cards that have amazing “magically evolving” gimmicks, to which you cannot help but saying “magical!?” (really!?)” The main feature of “MAZICA” cards printed with scratch-off printing and thermochromic printing (\*1) is that “the cards magically evolve, with new characters appearing when you scratch them and words being revealed when you rub them,” so you can enjoy the cards in two stages, when you open the packs and when you make them evolve.

As the first edition, **“MAZICA Pack: Episode 1R”** (SRP: JPY 220/tax included) that contains three “MAZICA” cards, **“MAZICA BOOK** (two types/SRP: JPY 1,320 each/tax included), which is a special binder for MAZICA that may be used for both battles and collecting, **“MAZICA GEAR”** (SRP: JPY 1,100/tax included), which is a special gear for scratching and rubbing the cards, and **“MAZICA Starter Set”** (two types/SRP: JPY 3,300 each/tax included), an all-in-one starter set, will be released from late April 2021 at toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc. Commemorating the release, limited numbers of **“MAZICA Pack: Episode 1L Limited First Edition”** (SRP: JPY 99/tax included) that contains three “MAZICA” and **“MAZICA Battle Entry Set”** (SRP: JPY 495/tax included), with which you can start battles right away, will be released in mid-April at special prices.

In addition, ahead of the release of the card products, **the original animation “MAZICA PARTY”** will start airing on the network of six broadcasting stations affiliated with Television Osaka and TV TOKYO from 9:30 a.m. on Sunday, April 4, 2021. This is the original animation for which TOMY Company and DENTSU INC. (Representative Director, President and CEO: Hiroshi Igarashi/headquarters: Minato-ku, Tokyo) have jointly conceived an original story. The animation depicts “a story of a wizard who collects ‘MAZICA’ and saves the world” in a groovy party-style. The opening theme song is sung by “Yusuke (Yusuke Kamiji),” who is popular as both an actor and singer; the protagonist is voiced by the voice actor “Mikako Komatsu;” the protagonist’s partner is voiced by the voice actor “Junko Takeuchi;” and main characters are designed by “Yusuke Omura.”

When playing the card battle game “MAZICA PARTY,” players can experience in real life the scenes depicted in the original animation “MAZICA PARTY,” such as collecting MAZIN (characters), summoning MAZIN, powering up, and fighting card battles using the MAZICA BOOK and MAZICA GEAR.

In the future, we will launch “**MAZICA Campaign**” (\*2), in which exciting and fun events for children will be held, including giveaways of fabulous prizes such as making a debut as a video creator or a voice actor. Please look forward to our multi-faceted efforts to convey the appeal of “MAZICA PARTY.”

(\*1) Thermo-chromic printing: A printing technique that uses ink whose color tones will change (between colored and transparent) when it reaches certain temperature.

(\*2) The campaign and prizes may be cancelled or their details may be changed due to unavoidable circumstances. Thank you for understanding in advance.

## Toy Series “MAZICA PARTY” Overview

**◆Amazing gimmicks to which you cannot help but saying “magical!?”**

**Put in your strength to make the cards magically evolve!**

A “MAZICA” card printed with scratch-off printing and thermo-chromic printing has gimmicks that make the card evolve, such as a new MAZIN (character) appearing when you scratch the card and words being revealed when you rub it. The changes are different for every card, which may include its illustration, power, and abilities. Two to seven gimmicks are hidden on each card, so you can feel amazing “magical!?” every time they scratch it.



Scratch the illustration with your special “MAZICA GEAR”! (\*3)

### <Features of the cards>

#### (1) The illustration changes when you scratch the MAZIN at the center of the card and other parts!

When you scratch a card printed with scratch-off printing using the “MAZICA GEAR” (\*3), the MAZIN changes its appearance and the card will evolve. You will never know what change will happen until you scratch the card, so you can enjoy scratching with excitement. A MAZIN may wield a special move, a completely different MAZIN may appear, a MAZIN may evolve into a new form, or a normal card may suddenly power up into an ultra rare card (\*4).

(\*3) When scratching MAZICA, use of a special “MAZICA GEAR” is recommended.

(\*4) Once scratched, the card cannot be reverted to its original form except for parts with thermo-chromic printing.



Scratch a normal card to change the character into ultra rare!

A character appears from a blank (magic circle)!



(2) **Scratch and rub to change its power and abilities!**

In addition to “skills” with which powers and abilities will change when you scratch the scratch-off printing, powers, words, etc. will be revealed when you rub “one-chance skills” printed with thermochromic printing using a “MAZICA GEAR.” This is an important skill that will decide the fate of the card battle. Friction makes words appear and disappear, so you can do it over and over again.

(Not all cards are printed with special printing.)



Scratch to wield a “one-chance skill”!



(3) **Collecting cards is fun!**

Each card pack contains three “MAZICA.” As 36 different MAZIN (over 100 types of cards when counting different changes) will appear in the first edition, you can enjoy collecting them.

**◆The rules of the card battle are simple! You can play while experiencing the world of the animation in real life!**

The rules of the card battle are simple, so even small children (recommended age: 6 years and up) can start playing right away. Children can enjoy card battles as if they have become characters from the animation, such as by collecting MAZIN, summoning MAZIN, powering up, and using the MAZICA BOOK and MAZICA GEAR.

— **Video on how to play the game** —

Check out this video for how to play the card battle!

**[MAZICA PARTY] Super Simple! Card Battle Video in 9 Minutes!**

[youtu.be/tuN5tq0\\_UHE](https://youtu.be/tuN5tq0_UHE)

**<Product Outline>**

Launch Date in Japan: To be launched in late April 2021

Recommended Age: 6 years and up

Sales Channels: Toy stores, toy sections of mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](https://takaratomymall.jp)), etc.

Official Website: [www.takaratomy.co.jp/products/mazica\\_party](https://www.takaratomy.co.jp/products/mazica_party)

Copyright: ©MAZICA PARTY PROJECT · TVO © TOMY

Sales Target: 10 million packs (first year)

**• “MAZICA PARTY MZ-02 MAZICA Pack: Episode 1R”**

First edition of packs containing three “MAZICA” having magically evolving gimmicks! Collect 12 “MAZICA” to enjoy simple and electrifying battles.

SRP: JPY 220 (tax included)



- **“MAZICA PARTY MZ-05 MAZICA BOOK: Episode 1 Magenta”** (left of the photo)
- **“MAZICA PARTY MZ-06 MAZICA BOOK: Episode 1 Green”** (right of the photo)



A special binder for MAZICA that may be used for MAZICA battles and collecting! Two types will be released, which are MAZICA BOOK (magenta) owned by the protagonist “Kezuru” who appears in the animation “MAZICA PARTY,” and MAZICA BOOK (green) owned by his best friend “Cratch” During a game, you can also wield the “book skill” printed with thermochromic printing on a part of your MAZICA BOOK.

SRP: JPY 1,320 (tax included)



Wield the book skill!

- **“MAZICA PARTY MZ-07 MAZICA GEAR”**

A special gear for “MAZICAIFOR!” (scratching and rubbing) of “MAZICA,” owned by the prota who appear in the animation “MAZICA PARTY”!

(When scratching MAZICA, use of a special “MAZICA GEAR” is recommended.)

SRP: JPY 1,100 (tax included)



- **“MAZICA PARTY MZ-03 MAZICA Starter Set Kezuru ver.”** (left of the photo)
- **“MAZICA PARTY MZ-04 MAZICA Starter Set Cratchver.”** (right of the photo)



An all-in-one-set with which you can enjoy all the fun of “MAZICA PARTY” that includes 12 “MAZICA,” a “MAZICA BOOK,” and a “MAZICA GEAR”!

Two types will be released: “Kezuru” ver. that appears in the animation and “Cratch” ver. for the best friend of Kezuru.

SRP: JPY 3,300 (tax included)

**\*\*\*Commemorating the release! Limited editions at special prices you can get with one coin\*\*\***

To commemorate the release, products at affordable special prices will be released in mid-April. “MAZICA Pack,” a pack of three cards usually priced at JPY 220, will be JPY 99 for a pack of three cards in the limited first edition! In addition, an Entry Set containing 12 “MAZICA” and one “Special MAZICA” can be purchased with one coin at JPY 495, with which you can start battles right away.

• “MAZICA PARTY MX-EX MAZICA Pack:  
Episode 1L Limited First Edition”



SRP: JPY 99 (tax included)

• “MAZICA PARTY MZ-EX MAZICA Battle Entry Set”



SRP: JPY 495 (tax included)

- ▶ Limited quantity. While supplies last.
- ▶ May not be available at some stores.

**Original Animation “MAZICA PARTY” Overview**

◆The catchword is “MAZICAIFOR!”

Original Animation “MAZICA PARTY” will start airing from 9:30 a.m. on Sunday, April 4, 2021!



Kezuru (protagonist)



Balnya



Cratch



Anya



Fuclock

The original animation “MAZICA PARTY,” whose original story has been jointly conceived by TOMY Company and DENTSU INC., will start airing on the network of six broadcasting stations affiliated with Television Osaka and TV TOKYO from 9:30 a.m. on Sunday, April 4, 2021. With the theme of “magic × party,” the animation depicts “a story of a wizard who collects ‘MAZICA’ and saves the world” in a party-style. Through the animation, we will appeal the world view of “MAZICA PARTY” and the fun of card battles. Superb staff will liven up the story. The opening theme song is sung by “Yusuke (Yusuke Kamiji),” who is popular as both an actor and singer; the protagonist, Kezuru, is voiced by the voice actor “Mikako Komatsu;” and the Kezuru’s partner, Balnya, is voiced by the voice actor “Junko Takeuchi.” The animation features main character design by “Yusuke Omura,” original concept by “Jiro Ishii,” direction by “Shinji Ushiro,” and series composition by “Yoichi Kato.”

The catchword for summoning MAZIN (character) is “MAZICAIFOR!” The scene in which the characters shout out “MAZICAIFOR!” to the groovy music features fun direction that will make children want to do the same.



## [TV Program Summary]



Name of the work: “MAZICA PARTY”

Broadcast Information: Start airing on the network of six broadcast stations affiliated with Television Osaka and TV TOKYO from 9:30 a.m. on Sunday, April 4, 2021

Animation Official Website: [mazicaparty.com](http://mazicaparty.com)

Copyright: ©MAZICA PARTY PROJECT · TVO

## [Story]

### Summon MAZIN with “MAZICAIFOR!”

Kezuru, a middle school student, wakes up from a strange dream. In the dream were himself dressed like a wizard, creatures called “MAZIN,” and a mysterious girl...

The next day, Kezuru’s friend Cratch shows off a newly released card game “MAZICA PARTY” to him. To Kezuru’s surprise, the characters drawn on the cards were exactly the same as the ones he saw in his dream.

Shortly afterward, Kezuru receives an announcement of an event from MAZICA Corporation, a global conglomerate. Feeling curious, Kezuru goes to the MAZICA Store following the directions on the announcement. There, he meets Jeff Johns, CEO of MAZICA Corporation! Kezuru receives a MAZICA GEAR from him, who says “I have especially high expectations of you.” On his way home, Kezuru is attacked by a balloon monster. The moment he thought “I’m done for!” the MAZICA GEAR shines brilliantly and a MAZICA BOOK appears. On top of that, when he scratches a card to the groovy music, he ends up making a pact with “Balnya,” a MAZIN that is a fusion (remix) of a balloon and a cat!

The story (party) of Kezuru who has become a wizard and his partner MAZIN, Balnya, now begins!

## [Cast]

- As Kezuru (protagonist): Mikako Komatsu
- As Anya: Reina Kondo
- As Balnya: Junko Takeuchi
- As Fuclock: Ryosuke Higa
- As Cratch: Funato Yurie

## [Theme song]

Opening Theme Song: “Mazi-ka” (song: Yusuke)

Lyrics/Yusuke Composition/Kenta Urashima, Yuki Kato Arrangement/Yuki Kato

Ending Theme Song: “MAZICA PARTY” (song: Seven Billion Dots)

Lyrics/Seven Billion Dots Composition/Seven Billion Dots & Satori Shiraishi Arrangement/Satori Shiraishi

## [Staff]

Original Story: TOMY Company/DENTSU

Main Character Design: Yusuke Omura

Original concept: Jiro Ishii

Director: Shinji Ushiro

Series Composition: Yoichi Kato

Character Design: Yoshihiro Nagamori

Art Director: Scott MacDonald

Coloring Design: Naoto Kondo

Director of Photography: Tatsuki Yukiwaki

Editing: Yoshiki Ushiroda

Music: Noriyuki Asakura

EDM Music Production: Music Plat

Sound Director: Yasunori Ebina

Production: OLM

### For press inquiries, please contact:

Public Relations Division, TOMY Company, Ltd. Tel: 03-5654-1280 Fax: 03-5654-1380

### For product inquiries from consumers, please contact:

TOMY Customer Service (Japanese only) Tel: 0570-041031 (Navi-Dial)