

For Immediate Release



February 28, 2023

Warota Comes to Those Who Laugh

A plush toy with new sensory action that evokes laughter

“MinnnaWarota” Launching on Saturday April 29, 2023

Total of four types, including GeraPen, GeraHamu, GeraNeko, and GeraUsa

Laughing voiced by popular voice actors Mayumi Tanaka and Yuki Kaji

~Also includes rare voices that can only be heard from “MinnnaWarota”~

TOMY Company, Ltd.



MinnnaWarota
(GeraPen)



MinnnaWarota
(GeraHamu)



MinnnaWarota
(GeraNeko)



MinnnaWarota
(GeraUsa)

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) announces the launch of “MinnnaWarota,” a plush toy with an action that starts laughing when its belly is tickled and evokes laughter (total of four types: GeraPen, GeraHamu, GeraNeko, GeraUsa/SRP: JPY 4,378 each/tax included), on Saturday, April 29, 2023 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), etc.

When you tickle the belly of “MinnnaWarota,” it emits a variety of laughs such as bursts of laughter, chuckles, and giggles, along with funny movements. It may also do things like say funny lines or fart when tickled. The continuous laughs of “MinnnaWarota,” a plush toy with new sensory action, will make you laugh and brighten your day. This toy comes in four types: GeraPen, based on a penguin; GeraHamu, based on a hamster; GeraNeko, based on a cat; and GeraUsa, based on a rabbit. Its laughter was recorded specially by popular voice actors **Mayumi Tanaka** (GeraPen and GeraHamu) and **Yuki Kaji** (GeraNeko and GeraUsa). It was designed to allow you to hear interesting lines from Mayumi Tanaka and Yuki Kaji at random, so make sure to collect all four so you can hear all of the lines.



Mayumi Tanaka
©Aoni Production

Yuki Kaji
©VIMS

As new lifestyles become more prevalent and online communication has increased, many people have fewer opportunities to chat and laugh. We created “MinnnaWarota” so that people can always laugh and be cheerful even in a world that lacks laughter. It can also be used at the beginning of change in lifestyle, such as starting school or work, when people often feel nervous and stressed.

“MinnaWarota” Product Points

■ Touch it and it laughs! A plush toy with an action that will make you laugh and brighten your day

“MinnaWarota” is a plush toy with an action that starts laughing when its belly is tickled and evokes laughter. When you tickle its belly, it emits a variety of laughs such as bursts of laughter, chuckles, and giggles, along with funny movements. It may also do things like say funny lines or fart when tickled. The continuous laughs of “MinnaWarota” will make you laugh and brighten your day.



It laughs when you tickle its belly!

■ You can enjoy the different personalities and laughter of each character Lineup with a total of four types

This toy comes in four types: GeraPen, based on a penguin; GeraHamu, based on a hamster; GeraNeko, based on a cat; and GeraUsa, based on a rabbit. Each one has a different personality, such as cutesy girl (GeraPen), cheeky and over-the-top (GeraHamu/GeraUsa), and big-hearted free spirit (GeraNeko), and each emits a laugh that matches its personality.



You can hear laughter and lines from popular voice actors!

■ Original voices recorded by Mayumi Tanaka and Yuki Kaji

Its laughter was recorded specially by popular voice actors Mayumi Tanaka and Yuki Kaji. Mayumi Tanaka voiced GeraPen and GeraHamu, and Yuki Kaji voiced GeraNeko and GeraUsa. It was designed to allow you to hear interesting lines from Mayumi Tanaka and Yuki Kaji at random. Make sure to collect all four so you can hear all of the lines.

<Example of lines>

Mayumi Tanaka: “Look at me! Look at me! Look at me!” “LMAO” etc.

Yuki Kaji: “I’m moving!” “Come on, laugh!” etc.

Other lines will also be added to the “MinnaWarota” official website (www.takaratomy.co.jp/products/warota).

★Short movies that will make you laugh will be released sequentially from Tuesday February 28 on the “MinnaWarota” official website (www.takaratomy.co.jp/products/warota).



“Beware of Pranks” Movie



“Farting Championships” Movie

Comments from Mayumi Tanaka and Yuki Kaji

<Comment from Mayumi Tanaka>

When I heard that it was a product that specialized in laughter, it was very new and fresh to me because I had never seen or heard of anything like it before, and it was the first time in my many years of voice acting that I experienced a character that only laughs. You will hear a lot of laughs that I've cultivated over my many years of experience, like young boy, old lady, and even pigs(?!)~. I hope everyone will listen to these laughs. I would be happy if you could laugh away your troubles with my voice.



Mayumi Tanaka

Made her voice actor debut in “Gekiso! Ruben Kaiser.”

Gained recognition for her roles as Chibita in “Osomatsu-kun (1988),” Wataru Ikusabe in “Mashin Eiyuuden Wataru,” Sunakake-Babaa in “Gegege no Kitaro (6th series),” and Ryuunosuke Fujinami in “Urusei Yatsura.” Specializes in playing young male characters, such as Giovanni in “Night on the Galactic Railroad” and Pazu in “Laputa: Castle in the Sky,” and has played the main characters and protagonists in many long-running national anime series, including Krillin in the “Dragon Ball” series, Kirimaru Settsuno in “Nintama Rantaro,” and Monkey D. Luffy in “ONE PIECE” to name a few.

<Comment from Yuki Kaji>

What a toy! “MinnaWarota” is a simple toy: a bunch of adorable plush toy characters that just laugh. When I heard about it from TOMY Company, I was shocked by how pure it was (laughs). Is this cutting-edge? Or, actually primitive...?

As a voice actor, I felt that this was a very rewarding job that required a lot of variation and expression in my voice because my lines were limited. I laughed with all my might! (laughs)

I'm looking forward to seeing the reactions from everyone who plays with these toys. Let me know what you think!



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Yuki Kaji

Born on September 3. Made his voice actor debut in 2004.

Has played the roles of many characters in popular works including Eren Yeager in “Attack on Titan,” Shoto Todoroki in “My Hero Academia,” and Meliodas in “The Seven Deadly Sins.” Has also worked as a narrator for many series including Mizuho Financial Group’s “Jump!STORIES,” voiced Mizuho’s official character “Aomaru,” and voiced the sound logo for “IRIS OHYAMA,” among other roles. In 2013, won the Best Voice Actor Award for the second year in a row at the Seiyu Awards for the first time in history. In 2018, published the hit book “Itsuka Subete ga Kimi no Chikara ni Naru” which has sold a total of 70,000 copies. In addition to starring in live-action films, has also expanded activities to include the stage, public readings, and various production work. Voice has a “1/f fluctuation noise,” which is said to have a healing effect on the human brain and heart.

“MinnaWarota” Product Overview



“MinnaWarota” (GeraPen)



“MinnaWarota” (GeraHamu)



“MinnaWarota” (GeraNeko)



“MinnaWarota” (GeraUsa)

- Product Name: “MinnaWarota”
(Total of four types: GeraPen, GeraHamu, GeraNeko, GeraUsa)
- SRP: JPY 4,378 each (tax included)
- Launch Date in Japan: Saturday, April 29, 2023
- Recommended Age: 6 years and up
- Package Contents: Main unit x 1
- Dimensions: Approx. W 140 mm x H 180 mm x D 170 mm (body size)
Weight: Approx. 180 g
- Sales Channels: 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), etc.
- Batteries Required: 3 × AAA alkaline
- Copyright: ©TOMY
- Sales Target: 16,000 units (total for all four types)
- Website: www.takaratomy.co.jp/products/warota

■ **Special areas open at three KIDDY LAND stores!**

Three “MinnaWarota” special areas will be open from launch on Saturday April 29 at KIDDY LAND Harajuku (Tokyo), Umeda (Osaka), and EXPOCITY (Osaka). A vast lineup of all four “MinnaWarota” types will be available to ensure that as many people as possible can enjoy them. You can experience the charm of “MinnaWarota” through its funny movements and lines by Mayumi Tanaka and Yuki Kaji.



* The images are for visual representation purposes only.

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