



For Immediate Release

November 8, 2023

Ninth Release in the Oriental Zodiac Series of “ANIA” Animal Action Figures!  
2024 is the Year of the Dragon! A Pair of Seahorses Will Appear and Bring Good Luck!

## “Oriental Zodiac ANIA Dragon (Seahorse)”

To be launched on Thursday, November 9, 2023!

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release “**Oriental Zodiac ANIA Dragon (Seahorse)**” (SRP: JPY 770/tax included), which is a hand-held size animal action figure in the motif of next year’s animal symbol that can be moved and played with. The product will be on sale on Thursday, November 9, 2023 at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/](http://takaratomymall.jp/)), etc.



The “Oriental Zodiac ANIA” series comes in sets, with each set featuring an “ANIA” (figure) from the Oriental zodiac, a red carpet (felt sheet) and a folding screen. This product features a fortuitous and glamorous design that can be used as a greeting for the new year, a New Year display piece, a gift to celebrate the New Year, etc., due to the series combining the Japanese custom to have an animal in the Oriental zodiac represent each year with animal motifs of the “ANIA” series.



This year’s release, the ninth in the series, has adopted a motif of a seahorse (an animal associated with dragons in Japanese mythology) for its association with 2024, the year of the dragon in the Oriental zodiac. Two seahorses (a golden male and a purple female) and a coral stand are included. The tail of each seahorse can be attached to the coral stand. In seahorses, the female deposits her eggs in the male’s brood pouch and the male raises the young. When the female touches the male in order to deposit the eggs, the shape of their bellies touching each other resembles a heart. This shape is said to be a symbol of harmonious marriage, fertility (due to seahorses giving birth to many offspring at once), fulfillment in love, and good luck. We developed these seahorse figures with the hope that 2024 will bring lots of good luck to everyone.

“ANIA” will celebrate its tenth anniversary in June 2023, and a cumulative total of approximately eighteen million units have been shipped since its launch in 2013. (As of March 2023) Based on the key message of “Stimulate Your Curiosity,” we will continue to expand the “ANIA” lineup through various product plans, thereby stimulating the curiosity of children throughout the world and becoming a beloved classic series.

## <Product Outline>

Product Name: “Oriental Zodiac ANIA Dragon (Seahorse)”  
 SRP: JPY 770 (tax included)  
 Launch Date in Japan: Thursday, November 9, 2023  
 Recommended Age: 3 years and up  
 Package Contents: Gold seahorse (male) ×1, purple seahorse (female) ×1, folding screen ×1, carpet ×1, coral stand ×1  
 Dimensions: Male: H 55 mm × W 25 mm × D 15 mm / Female: H 55 mm × W 25 mm × D 11 mm  
 Coral stand: H 38 mm × W 48 mm × D 32 mm  
 Sales Channels: Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp/](http://takaratomymall.jp/)), etc.  
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 Website: [www.takaratomy.co.jp/products/ania/products/etoania/](http://www.takaratomy.co.jp/products/ania/products/etoania/)



### Oriental Zodiac ANIA Lineup to date



2016: Monkey (Japanese Macaque)



2017: Rooster (Owl)



2018: Dog (Shiba Inu)



2019: Boar (Boar) / (Pig for Asia only)



2020: Rat (Hedgehog)



2021: Ox (Ox)



2022: Tiger (Tiger)



2023: Rabbit (Rabbit)

**NEW**



2024: Dragon (Seahorse)

### What is “ANIA”?

The “ANIA” series was launched in 2013 and features a range of hand-held size animal figures which feature movable characteristic parts and can be played with. The products are designed as a “3D animal picture book” to stimulate intellectual interest in children who want to know more about the characteristics and types of different animals and as items that parents and children can play with together. These toys are created not just for displaying but based on the concept of animal action figures to be moved and played with. Their hand-held size, movable characteristic parts and detailed molding have made them popular, and to date more than eighteen million units have been sold in Japan and overseas (series total; as of March 2023). The “ANIA” series toys have also received “Guide Dog Mark” (\*1) certification as “accessible-design toys” (\*2) that children with visual disabilities can enjoy. The series won the Grand Prize in the Accessible-Design Toys category at the 2013 Japan Toy Awards.



- (1) **Hand-held size:** Designed to fit perfectly in the palm of a child, the “ANIA” series toys are easy to handle and play with.
- (2) **Movable characteristic parts:** All “ANIA” series toys feature a movable part that is characteristic of each animal (e.g., a lion that opens its mouth, an elephant that sways its trunk, a giraffe that moves its neck, and a lesser panda that moves its tail). Children can intuitively understand the characteristic part of each animal and play with them by recreating typical poses such as a giraffe reaching up to eat leaves from a tree or a crocodile opening its jaws to catch prey.
- (3) **Detailed molding:** All animals in the “ANIA” series are designed without sharp protrusions to ensure safety of play and are shaped to be appealing to children, in addition to which close attention to detail is paid to coloring and molding to recreate the look of the animal’s skin, feel of its fur, shape of its limbs, appearance of its paw pads, etc.

\*1 The “Guide Dog Mark” certification is given to “accessible-design toys” that children with visual disabilities can enjoy.

\*2 “Accessible-design toys” are toys made and sold for the general market that children with and without visual/auditory disabilities can enjoy playing with.  
 Takara TOMY accessible-design toys: [www.takaratomy.co.jp/products/kyouyu/](http://www.takaratomy.co.jp/products/kyouyu/)



Official Website: [www.takaratomy.co.jp/products/ania/](http://www.takaratomy.co.jp/products/ania/)

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