

For Immediate Release

Santa Claus Trainees Take Their Final Exam in a March Near Roppongi Hills.

## **78 Santa Claus Apprentices Deliver Happiness & Smiles to Holiday Shoppers! !**

Sunday, November 28, 2011, 13:30, Under the Auspices of the Santa Claus Academy

Tokyo, Japan, November 28, 2011: TOMY Company, Ltd. (President, Kantaro Tomiyama), is proud to report its cooperation and participation in Santa Claus Academy (sponsored by Santa Claus Academy, lecturer: Masaki Azuma, president of Santa Claus Academy) TOMY's participation in the November 27 course was part of the larger mission of TOMY to deliver dreams to all children.

The Santa Claus Academy has been held six times this year and through the lessons, participants learn "how to be a Santa Claus;" that is, how to deliver smiles and cheer to children eagerly waiting for Christmas. This year's academy had 78 participants, including a group of TOMY employees, who spent the day learning all the Santa principles. In an opening speech, Mr. Azuma explained that regardless of the situation with earthquakes or other problems, people still love Santa Claus and his attraction goes beyond just handing out presents. He hoped that when the participants were finished, they would understand how to interact with children in a jolly and playful way that is expected of Santa Claus.

The apprentices started out the lectures in the morning, learning "The foundations of Santa", "Santa's mannerisms." and "How to answer children's 'Santa' questions.". In the afternoon they learned "How to give a present" and "How to communicate with children." They practiced using TOMY's products, *Ningen Gakki* and *Okashi Na Umaibo*, two products which are sure to please children.

The final exam for the course was a full dress practical exam in the middle of Tokyo's smart Roppongi district. In order to test that the Santa apprentices know how to properly bring smiles and excitement to the children looking forward to Christmas, they demonstrated their Santa skills including smiling, "ho-ho-ho"-ing and "Merry Christmas"-ing as they marched through Roppongi's Keyakizaka in full Santa dress. There were many families and tourists out together or having lunch in sidewalk cafes on a Sunday afternoon and they were very excited to see the throng of Santa Apprentices. Many waved, shook hands and took photos together with the jolly, red-suited bunch. Every Santa carried a *Ningen Gakki* and sometimes took opportunity to play together with on-lookers, making music and plenty of smiles!



A march of 78 Santa Clauses in Roppongi, 2011

The Academy participants also expressed their reasons for wanting to learn the ways of Santa. "In order to cheer up my hometown, I will start some volunteer activities including working with children." said a sixty year old man. A forty year old man said "It's my second time to participate and since my children were so happy with my Santa skills last

year I wanted to brush up.” A twenty year old TOMY employee commented, “I realized how much Santa Claus is loved by everyone. I want to apply this spirit to my work, providing toys that bring smiles to the faces of children.

In the world today, people need happiness and cheer and for children, their dreams at Christmas-time are something to look forward to each year. The smile that children experience upon meeting Santa Claus is something worth promoting. At the TOMY group of companies we want to continue bringing dreams and excitement and promoting communication between friends and family by producing quality toys and entertainment content for children and adults around the world.

### **About the Santa Claus Academy**

The Santa Claus Academy began more than 20 years ago by the Tokyo Metropolitan Recreation Association (Formerly the Tokyo Metropolitan Recreation League). It is open to all who agree to abide by the Academy’s guidelines and to comport themselves honestly and fairly. Masaki Azuma is President of The Santa Claus Academy and also teaches the participant how to become an authentic and jolly Santa Claus. A portion of the fees from this year’s academy courses is being donated to relief efforts for towns most impacted by the March disasters.



**The lecture of Santa Claus Academy**



**Santa Clauses march to a Tokyo Bay Cruise**



**Learning games to play with children**



**Ningen Gakki and Santa**



**Ningen Gakki Performance**

★**Santa Claus training program** (Sunday, November 27, 2011)

time	Program	Place
10:00	The opening ceremony of this academy The lecture start. “Foundation theory of Santa Claus” etc. The special Santa Lunch “The way to change into Santa Claus”	HOTEL IBIS 4F IBIS HALL (7-14-7, Roppongi, minato-ku, TEL:03-3404-3291)
13:30	Leave the Hotel and move by HATO-BUS The march at ROPPOGI	
15:00	Move by HATO-BUS and visit to TOKYO-BAY CRUISE “SYMPHONY” The march in “SYMPHONY”	(2-7-104, Kaigan, Minato-ku)
16:15	Commemorative photo shooting at TOKYO TOWER Leave TOKYO TOWER and move by HATO-BUS	TOKYO TOWER (4-2-8, Shiba-Park, minato-ku)
17:00	Come back to HOTEL IBIS The closing ceremony of this academy	HOTEL IBIS 4F, IBIS HALL
17:30	END	(7-14-7, Roppongi, minato-ku, TEL:03-3404-3291)

**\*About Ningen Gakki / Ningen Gakki: Minna Ga Shitteru Hit Song**

(From TOMY subsidiary, T-ARTS)

SRP: JPY 3,360 (incl. 5% tax)

Date on Sale in Japan: June 30, 2011

*Ningen Gakki* literally means “Human Musical Instrument” in Japanese and it literally turns two, three or four people touching it simultaneously into musical instruments. *Ningen Gakki* sends an electrical signal through the bodies of those holding it so that by touching each other, for example a touching another’s cheek, a musical tone plays. And a new note plays with each touch, playing a song. In November, a second version was launched, *Ningen Gakki Minna Ga Shitteru Hit Song* (literally, Ningen Gakki, Hit Songs Everybody Knows) with popular Japanese songs such as *Maru-Maru Mori-Mori*, several from AKB48 and others.

<http://www.takaratomy-arts.co.jp/specials/ningengakki/>



***Ningen Gakki  
Minna Ga Shitteru Hit Song***

**\*About Okashi Na Umaibo Stick Party**

(From TOMY subsidiary, T-ARTS)

SRP: JPY 699 (incl. 5% tax)

Date on Sale in Japan: December 3rd, 2011

*Umaibo* is a popular cylindrical puffed corn snack from Japan, sold by Yaokin, Inc. *Okashi Na Umaibo Stick Party* is a device which slices the snack lengthwise into thinner sticks of various quantities and sizes depending on which of the included four cutter attachments is used. The special “spiral” cutter slices an *Umaibo* into two “twisted,” spiral halves and two halves from different flavors can be put together to create fun, original flavors. The product name is a pun since “okashi” means both “funny” and “snack.”

<http://www.takaratomy-arts.co.jp/specials/umaibou/>



**Okashi-na Umai-Bou Stick party**

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