

For Immediate Release

July 13, 2020

**“ANIA”’s first collaboration with museum!**  
**“ANIA” designed under the supervision of Fukui Prefectural Dinosaur Museum,**  
**one of the world’s three largest dinosaur museums!**

**“ANIA Fukui Saurus Fukui Prefectural  
Dinosaur Museum model”**

**“ANIA Fukui Raptor Fukui Prefectural  
Dinosaur Museum model”**

**Limited release on Tuesday, July 14, the 20th anniversary of the opening of  
the Fukui Prefectural Dinosaur Museum**

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) will release new products of the “ANIA” series, the palm-sized animal action figure brand with one gimmick. The products are two original models designed under the supervision of the Fukui Prefectural Dinosaur Museum, “ANIA Fukui Saurus Fukui Prefectural Dinosaur Museum model”, and “ANIA Fukui Raptor Fukui Prefectural Dinosaur Museum model”, (SRP: JPY 900 each, tax not included), going on sale at the Fukui Prefectural Dinosaur Museum on Tuesday, July 14. These original models will be released on Tuesday, July 14, the anniversary of the opening of the Fukui Prefectural Dinosaur Museum.

In addition, on Thursday, July 9, general models, which are of the same type as the original models but in different colors, were released for sale at toy stores, toy sections of department stores and mass retailers throughout Japan, online shops, selected bookstores, and TOMY Company’s official online store “Takara Tomy Mall” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

Fukui Prefectural Dinosaur Museum models



“ANIA Fukui Saurus Fukui Prefectural Dinosaur Museum model”



“ANIA Fukui Raptor Fukui Prefectural Dinosaur Museum model”

General models



“ANIA Fukui Saurus”



“ANIA Fukui Raptor”

Since its launch in June 2013, the “ANIA” series has been well received, and more than 10 million units, including products sold in sets, have been sold in Japan and overseas (as of October 2019). Among them, dinosaurs have always been very popular.

“ANIA Fukui Saurus” and “ANIA Fukui Raptor” released this time are the first “ANIA” products of the two types of dinosaur excavated in Fukui Prefecture. We realized the first collaboration with museums in the series, under the supervision of the Fukui Prefectural Dinosaur Museum, one of the largest dinosaur-themed museums in Japan. “Fukui Saurus” and “Fukui Raptor”, which are exhibited as symbols of the museum, have been faithfully reproduced by researchers to details based on the whole-body skeletons.

This time we are releasing a total of four models, Fukui Prefectural Dinosaur Museum models that can be purchased at the Fukui Prefectural Dinosaur Museum, and the general models available at toy stores nationwide, etc. In addition, regarding product coloring, dinosaur specimens at the Fukui Prefectural Dinosaur Museum were used as reference to color the original models, and the monuments of “Fukui Saurus” and “Fukui Raptor” built in front of Fukui Station were used to color the general models. The adoption of the same coloring as the specimens that can only be seen in Fukui Prefecture and monuments, which are more faithfully reproduced, enhances the appeal of these models for collectors. In addition, by attaching cards supervised by the museum, more fun will be provided for each dinosaur and “ANIA” fans.

In July 2020 the Fukui Prefectural Dinosaur Museum celebrates its 20th anniversary of its opening. By collaborating with the museum for the first time, we will give a boost to the museum’s 20th anniversary.

### [About Fukui Prefectural Dinosaur Museum]

Located in Katsuyama, Fukui Prefecture, boasting the largest amount of dinosaur fossil excavations in Japan, it is one of the largest dinosaur-themed museums in Japan. This popular museum is bustling with more than 900,000 visitors a year. Along with the Royal Tyrrell Museum of Palaeontology in Canada and the Jigong Dinosaur Museum in China, it is called one of the world’s three largest dinosaur museums.

Fukui Prefectural Dinosaur Museum Official website: [www.dinosaur.pref.fukui.jp](http://www.dinosaur.pref.fukui.jp)

### [Product Outline]

SRP: JPY 900 (tax not included)

Launch date in Japan: Fukui Prefectural Dinosaur Museum models Tuesday, July 14, 2020  
General models Thursday, July 9, 2020

Recommended Age: 3 years and up

Package Contents: Figure × 1, museum card × 2 (1 each Japanese and English, 2 in total)

Dimensions: ANIA Fukui Saurus: W 120 mm × H 50 mm × D 20 mm

ANIA Fukui Raptor: W 130 mm × H 50 mm × D 20 mm

Sales Target: ANIA single item series total: 1.5 million units

Sales Channels: (Fukui Prefectural Dinosaur Museum models)

Museum shop in the Fukui Prefectural Dinosaur Museum

(General models)

Toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, selected bookstores, TOMY Company’s official online store “Takara Tomy Mall”

([takaratomy.com](http://takaratomy.com)), etc.

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Under supervision of the Fukui Prefectural Dinosaur Museum

### What is “ANIA”?

- OFFICIAL WEBSITE: [www.takaratomy.co.jp/products/ania](http://www.takaratomy.co.jp/products/ania)
- Official Twitter: [@toy\\_ania \(twitter.com/toy\\_ania\)](https://twitter.com/toy_ania)

The “ANIA” series was launched in 2013 and features a range of hand-held size animal action figures with one gimmick. 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 gimmick action feature and detailed molding have made them popular, and to date more than ten million units have been sold in Japan and overseas (series total; as of October 2019). The “ANIA” series toys have also received “Guide Dog Mark” certification as “accessible design toys” 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 gimmick action feature: 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.

**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)