



JR Kyushu × PLARAIL × McDonald's

Celebrating the opening of the Nishi Kyushu Shinkansen "KAMOME" on September 23, 2022

Three companies supporting children's dreams are kicking off the "KAMOME Dream Project" to bring smiles to the faces of adults and children!

- A social media campaign for parents and children to participate starts on Wednesday, September 21
- Commemorative visuals will be displayed on trains and at major stations on JR Kyushu's conventional lines from Tuesday, September 27
- "Commemorative Event for the Start of the KAMOME Dream Project" will be held at JR Nagasaki Station on Friday, September 30
A large PLARAIL diorama model of "KAMOME" running will be displayed at JR Nagasaki Station, and McDonald's restaurants in Kyushu and parts of Yamaguchi Prefecture will start offering Happy Meal® in limited bags with "KAMOME" design

Kyushu Railway Company (President and CEO: Yoji Furumiya, headquarters: Fukuoka-shi, Fukuoka) (hereinafter "JR Kyushu"), TOMY Company, Ltd. (Representative Director, President & COO: Kazuhiro Kojima, headquarters: Katsushika-ku, Tokyo) (hereinafter "TOMY Company"), and McDonald's Company (Japan), Ltd. (Representative Director, President and CEO: Tamotsu Hiroyuki, headquarters: Shinjuku-ku, Tokyo) (hereinafter "McDonald's") announce a collaboration among the three companies to kick off the "KAMOME Dream Project" to bring smiles to the faces of adults and children to celebrate the opening of the Nishi Kyushu Shinkansen "KAMOME" connecting Nagasaki Station in Nagasaki Prefecture and Takeo-onsen Station in Saga Prefecture on Friday, September 23, 2022.

The "KAMOME Dream Project" was realized in cooperation and support to JR Kyushu's desire to "energize Japan from Kyushu and create a new future for the next generation" through the opening of "KAMOME" by McDonald's, which has supported the growth and development of children and the happiness of their families, and TOMY Company, which has been committed to creating the value of play for the realization of the dreams of children and society through the development of PLARAIL. Through this project, we hope to bring smiles to everyone's faces and create an environment where children can develop positive dreams.



As the first phase of the project, a Twitter campaign where parents and children can participate will be held from Wednesday, September 21, with a total of 90 winners selected by drawing to receive a McCard with a limited KAMOME design, and on Friday, September 30, a total of ten winners selected by drawing to receive an assortment set of KAMOME special goods.

From Tuesday, September 27, as the second phase of the project, a commemorative "KAMOME Dream Project" visual depicting children celebrating the opening of KAMOME, titled "Make Its Debut a Happy One," will be displayed in cars of conventional lines in Kyushu and at major stations in Kyushu.

On Friday, September 30, as the third phase of the project, a "Commemorative Event for the Start of the KAMOME Dream Project" will be held at Nagasaki Station. At this event, the official PLARAIL character "Tecchan" will appear as a representative of the children as "Stationmaster for a Day" at JR Nagasaki Station, and the JR Nagasaki Stationmaster and the Restaurant General Manager and crew of McDonald's Nagasaki Station-front Restaurant will also be on hand to celebrate and announce the departure of the "KAMOME." In addition, a large diorama model of the PLARAIL Nishi Kyushu Shinkansen "KAMOME" running on will be on display at JR Nagasaki Station. Further, from the same day, McDonald's restaurants throughout Kyushu and some parts of Yamaguchi Prefecture will offer Happy Meal in limited-edition "KAMOME" design bags.

In parallel with this project, following McDonald's release of a PLARAIL Happy Meal featuring the "KAMOME" lineup on Friday, September 30, TOMY will release PLARAIL "NISHI KYUSHU SHINKANSEN KAMOME" on Friday, October 14, with each company supporting the project's momentum.

JR Kyushu, TOMY Company and McDonald's hope that through these projects and the release of these products, we can help bring smiles to the faces of children not only in the areas where "KAMOME" runs, but also throughout Japan, and help nurture their dreams.

Project details of "KAMOME Dream Project" to make children and adults smile

■Project phase 1: Social media campaigns for parents and children

1) Celebrate! Shinkansen KAMOME Debut Campaign

Phase 1: "#Celebrate the debut of the Shinkansen KAMOME in Happy Meal"

- Application period: Wednesday, September 21, 2022, 12:00 - 23:59

Phase 2: "#Which stations does the KAMOME stop at?"

- Application period: Friday, September 23, 2022, 12:00 - 23:59

Phase 3: "#What prefectures does the KAMOME Shinkansen run through?"

- Application period: Sunday, September 25, 2022, 12:00 - 23:59

- How to apply:

Follow the official McDonald's Twitter account (@McDonaldsJapan) and apply by replying to the campaign tweets posted from the account. In the comments section of the campaign tweets, add comments as designated by respective tweets with Phase 1: "#Celebrate the debut of the Shinkansen KAMOME in Happy Meal," Phase 2: "#Which stations does the KAMOME stop at?" and Phase 3: "#What prefectures does the KAMOME Shinkansen run through?"

- Prizes/number of winners:

A total of 90 winners (30 winners each day) will be selected by drawing from among those who applied for the campaign to receive a 500-yen McCard with a limited edition KAMOME design.

2) Celebrate! Shinkansen KAMOME Debut Special Collaboration Campaign

- Application period: Friday, September 30, 2022, 12:00 - 23:59

- How to apply:

Follow the official McDonald's Twitter account (@McDonaldsJapan) and apply by replying to the campaign tweet posted from the account. In the comments section of the campaign tweet, add a comment about the joy of the Happy Meal "PLARAIL" KAMOME going on sale with "#Happy Meal KAMOME Departs Today."

- Prizes/number of winners:

Ten winners will be selected by drawing from among those who applied to receive an assortment set of KAMOME special goods.

■Project phase 2: Posting "KAMOME Dream Project" commemorative visual "Make Its Debut a Happy One"

The posters depict children with big smiles on their faces, looking at KAMOME and the Happy Meal "PLARAIL Nishi Kyushu Shinkansen N700S KAMOME."

The posters express the "happiness" of both the children, who are happy about the opening KAMOME, and their parents, who are warmly watching their children's joy and growth.

Posting period: Tuesday, September 27 to late October 2022 (tentative)

Posting locations: In cars of conventional lines in Kyushu and at major stations in Kyushu

Posting material:

<Posters to be displayed in stations>



<Posters to be displayed in train cars>



■Project phase 3-1: “KAMOME Dream Project Kickoff Commemorative Event”

Period: Friday, September 30, 2022, 11:20 - 11:50

Venue: JR Kyushu Nagasaki Station

Speakers: Hajime Kayashima, Stationmaster, Nagasaki Station, Kyushu Railway Company
Naoki Kasai, General Manager, PLARAIL Operations Department, Brand Business, Business Headquarters, TOMY Company, Ltd.
Daiki Nishiwaki, General Manager, National Marketing Division, McDonald's Company (Japan), Ltd.
“Tecchan,” the PLARAIL official character
McDonald's Nagasaki Station-front Restaurant General Manager and Crew (2 persons)

Details: 1) Project introduction and explanation of what we wish to achieve through the project from the representatives of each company
2) Photo session with the JR Nagasaki Stationmaster, PLARAIL official character “Tecchan,” and McDonald's Restaurant General Manager and crew
3) Departure announcement of “KAMOME” by the JR Nagasaki Stationmaster, PLARAIL official character “Tecchan” and McDonald's Restaurant General Manager and crew

*Please note that the program is subject to change

■Project phase 3-2: PLARAIL large diorama model exhibit

Period: from Friday, September 30, 2022 onward

Exhibit venue: JR Nagasaki Station

A PLARAIL large diorama model will be displayed in JR Nagasaki Station. In addition to a powerful three-dimensional layout, visitors will be able to see an original diorama for this project which recreates part of the JR Nagasaki Station lines. In the diorama model, the PLARAIL “NISHI KYUSHU SHINKANSEN KAMOME” will be running prior to its release on Friday, October 14.



■ Project phase 3-3: Happy Meal® offered at McDonald's restaurants in all of Kyushu and some parts of Yamaguchi Prefecture in a limited bag with a “KAMOME” design.

Period: from Friday, September 30, 2022, offer valid until promotional items run out

Locations: McDonald's restaurants in all of Kyushu and some parts of Yamaguchi Prefecture

How to participate: 1) Purchase a Happy Meal at McDonald's restaurants in all of Kyushu and some parts of Yamaguchi Prefecture
2) Purchased Happy Meal will be offered in a limited bag with a “KAMOME” design

Item offered:



About Nishi Kyushu Shinkansen “KAMOME”



For N... d, and the Shinkansen will operate on a “cross-platform interchange transfer system” where passengers will change trains at Takeo-onsen Station on the same platform as limited express trains operating between Hakata and Takeo-onsen. This new transportation infrastructure will not only contribute to the promotion and development of the western Kyushu region by further expanding exchanges between the region and the Fukuoka, Chugoku, and Kansai regions, but will also play an important role in the further development of the entire Kyushu region by linking up with the Kagoshima route that has already opened. It connects Hakata to Nagasaki in an hour and 20 minutes at the quickest, and Shin-Osaka to Nagasaki in three hours and 59 minutes at the quickest (transferring at Hakata). The carriage body is based on the N700S, which is used on the Tokaido-Sanyo Shinkansen lines, and features a pure white exterior and a red color that stands out against the white exterior, with the word “KAMOME” and its seagull logo appearing everywhere on the sides. The interior design is a blend of Japanese and Western, classic and modern, expressing a space that is both nostalgic and new. Based on the concept of “Kyushu’s unique and one-of-a-kind train,” the exterior is decorated in red, the corporate color of JR Kyushu, with the symbol mark and logo deployed, while the interior design is a blend of Japanese and Western styles, classic and modern, expressing a space that is both nostalgic and new.

About PLARAIL Happy Meal

“PLARAIL” sets of popular Shinkansen and limited express trains with McDonald’s original scenic parts will appear in Happy Meal again this year. Round one “Everybody’s Town Set” includes a total four types of “Nishi Kyushu Shinkansen N700S KAMOME & Milk Plant” and “Type 923 Doctor Yellow & Rolling Stock Plant,” etc., and round two “McDonald’s Town Set” includes a total four types of “Series E6 Shinkansen Komachi & McDonald’s Bridge” and other McDonald’s motif towns to run and play, and one type of secret toy. On Saturday and Sunday, October 1 and 2, “PLARAIL Special DVD 2022” will be presented for each PLARAIL Happy Meal purchased. In addition, on Saturday and Sunday, October 15 and 16, a “PLARAIL Rail Sheet” will be presented for each PLARAIL Happy Meal purchased.

[PLARAIL Happy Meal Sales Outline]

Sales period: from Friday, September 30, 2022 for approximately 5 weeks (tentative)

Types: 8 types + 1 type of secret toy

[Round one] Friday, September 30 - Thursday, October 13



[Round two] Friday, October 14 - Thursday, October 27



[Round three] from Friday, October 28 onward

One of the total of 8 types or 1 type of secret toy that appear in round one and round two (Which toy you will get is a surprise)

*Toys are in limited quantities and will be discontinued as soon as they are gone. Which toy you will get is a surprise.

About PLARAIL “NISHI KYUSHU SHINKANSEN KAMOME”



This PLARAIL recreates the exterior colors, symbol mark and logo of the Nishi Kyushu Shinkansen “KAMOME” and is six-car formation, the same as the actual train. One “KAMOME”-colored PLAKID is included and can be seated on the third car.



<Product Outline>

Product Name: PLARAIL “NISHI KYUSHU SHINKANSEN KAMOME”

SRP: JPY 6,050 (tax included)

Launch Date in Japan: Friday, October 14, 2022

Recommended Age: 3 years and up

Package Contents: 6-car train (1), PLAKID (1), parts order form (1)

Dimensions: Approx. W 40 × D 780 × H 48 mm

Battery required: 1 AA alkaline battery *Batteries are sold separately.

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, the specialty store for PLARAIL products “PLARAIL Shops,” online stores, TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

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Approved by JR Kyushu

[What is PLARAIL?]

“PLARAIL” (Sales agent: TOMY Company) is a long-running series of railroad toys that marked its 60th anniversary of the sales launch in 2019. It is a brand loved across three generations. The prototype of “PLARAIL” is the “PLASTIC TRAIN AND RAIL SET” which was launched in 1959 as a toy made from plastic, a new material at that time when metal and wood-made toys were the mainstream.

The iconic blue rails were designed in a size allowing it to be played on the “chabudai” (a low, Japanese-style dining table), which families gathered around to have a pleasant time back then. This specification remains unchanged even 60 years after its sales launch and you can still enjoy playing by connecting the rails made at that time with the newest ones.

We will continue to develop PLARAIL as a brand that will teach children about their society, enhance their growth including creativity, and nurture communication of children and their parents under the familiar and attracting theme of “railway.” Up to present, a total of approximately 1,900 types and more than 182 million products have been sold in Japan (as of March 31, 2022).

www.takaratomy.co.jp/products/plarail

For press inquiries, please contact:

Kyushu Railway Company, Public Relations Department Tel: 092-474-2541

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

McDonald’s Company (Japan), Ltd., Communication & Corporate Relations Division, Public Relations Department,

Ishiguro Tel: 03-6911-5710

For consumer inquiries about PLARAIL, please contact:

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

For customer inquiries about Happy Meal, please contact: