



**Release of Related Products to Commemorate the 30th Anniversary of Pokémon!**

A plush toy that replicates the original shape:

**“Pokémon 30th Anniversary Welcome back! Pikachu 1/1”**

A cute talking figure that fits in the palm of one’s hand: **“Palm-sized Pikachu Poké-fuwa”**

Pokémon figures: **“Pokémon 30th Anniversary Moncolle First Partner Pokémon Set”**

**(nine sets total)**

**To be launched on Saturday, February 28, 2026**

A pop-up shop featuring Pokémon products from the TOMY Group

TOMY Company, Ltd.

TOMY Company, Ltd., based in Katsushika-ku, Tokyo, will release three series to commemorate the 30th anniversary of the release of “Pokémon Red and Pokémon Green”: (1) a plush toy that replicates the original shape, **“Pokémon 30th Anniversary Welcome back! Pikachu 1/1”** (SRP: JPY 7,480/tax included), (2) a cute talking figure that fits in the palm of one’s hand, **“Palm-sized Pikachu Poké-fuwa”** (SRP: JPY 2,200/tax included), and (3) a high-quality figure set that replicates the appearance of Pokémon, **“Pokémon 30th Anniversary Moncolle First Partner Pokémon Set” (nine sets total)** (SRP: JPY 2,145 each/tax included). These products will be on sale from Saturday, February 28, 2026, at toy stores, toy sections of department stores/mass retailers throughout Japan, online stores, and TOMY Company’s official online store “TOMY MALL” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

Additionally, from Thursday, March 5, 2026, to Wednesday, March 11, 2026, the “TOMY Company Pokémon 30th Anniversary POP-UP PARK” will be held at Tobu Department Store Ikebukuro Main Store, B1 Multi-Square. As the first pop-up shop featuring Pokémon products from TOMY Group, our store will create a special space to celebrate the 30th anniversary, offering visitors a place to see, touch, and enjoy.



“Pokémon 30th anniversary Welcome back! Pikachu 1/1”



“Palm-sized Pikachu Poké-fuwa”



“Moncolle First Partner Pokémon Set” (nine sets total)

The **“Pokémon 30th Anniversary Welcome back! Pikachu 1/1”** is a remake plush toy of the “Pokémon Pikachu Plush 1/1,” which was released in 1997 and shipped approximately 450,000 units. The product tag has also been designed to closely resemble the original design from that time. For Pokémon fans who are familiar with Pikachu from that time, it features an adorable shape that makes the fans want to say “Welcome back!”

The **“Palm-sized Pikachu Poké-fuwa”** is a cute talking figure approximately 13 cm in length that fits in the palm of one’s hand. It features a soft texture with 3 mm long haired flocked material on its surface. It includes 25 patterns of cute speaking voices. Pikachu fits perfectly in the palm of one’s hand, allowing the owner to cuddle it.



The product tag almost perfectly replicates the original design from that time

The **“Pokémon 30th Anniversary Moncolle First Partner Pokémon Set” (nine sets total)** includes a set of three “Moncolle” figures of the partner Pokémon the trainer chooses from at the beginning of their adventure in each of the

nine regions, from the Kanto Region to the Paldea Region. The package features a design that matches the image of each region. It is a Pokémon 30th anniversary edition that can be enjoyed as a display while keeping the figures in the box. This is an exciting product that includes a set of partner Pokémon.

In 2026, Pokémon will celebrate the 30th anniversary of the release of “Pokémon Red and Pokémon Green.” Since 1997, TOMY Company has released various products, including figures, that allow people to experience the world of Pokémon in real-life everyday settings. A variety of Pokémon 30th anniversary products and events will be offered that are sure to delight Pokémon fans of every generation.

## Pokémon 30th Anniversary Product Lineup

Launch Date in Japan: Saturday, February 28, 2026

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company’s official online store “TOMY MALL” ([takaratomymall.jp](http://takaratomymall.jp)), etc.

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Product Website: [www.takaratomy.co.jp/products/pokemon/pokemon\\_30th/](http://www.takaratomy.co.jp/products/pokemon/pokemon_30th/)

### ▶ “Pokémon 30th Anniversary Welcome back! Pikachu 1/1”

SRP: JPY 7,480 (tax included)  
 Recommended age: 3 years and up  
 Size: Approx. 40 cm in height  
 A replica of the “Pokémon Pikachu Plush 1/1,” released in 1997.  
 This is a huggable, life-size Pikachu plush toy.



### ▶ “Palm-sized Pikachu Poké-fuwa”

SRP: JPY 2,200 (tax included)  
 Recommended age: 3 years and up  
 Batteries Used: 2 × AAA alkaline batteries (not included)  
 Size: Approx. 13 cm in height  
 When it is placed in one’s palm and pet or shaken, it talks and its cheeks light up. The soft texture of the surface is part of its appeal.



Image

### ▶ “Pokémon 30th Anniversary Moncolle First Partner Pokémon Set” (nine sets total)

<Nine sets>

**Kanto Region** (Bulbasaur, Charmander, Squirtle)

**Johto Region** (Chikorita, Cyndaquil, Totodile)

**Hoenn Region** (Treecko, Torchic, Mudkip)

**Sinnoh Region** (Turtwig, Chimchar, Piplup)

**Unova Region** (Snivy, Tepig, Oshawott)

**Kalos Region** (Chespin, Fennekin, Froakie)

**Alola Region** (Rowlet, Litten, Popplio)

**Galar Region** (Grookey, Scorbunny, Sobble)

**Paldea Region** (Sprigatito, Fuecoco, Quaxly)

SRP: JPY 2,145 each (tax included)

Recommended Age: 4 years and up



<Outline of the “TOMY Company Pokémon 30th anniversary POP-UP PARK”>

- Period: Thursday, March 5 to Wednesday, March 11, 2026
- Sponsor: TOMY Company, Ltd.
- Admission fee: Free
- Location: Tobu Department Store Ikebukuro Main Store, B1 Multi-Square  
(1-1-25 Nishi-Ikebukuro, Toshima-ku, Tokyo)
- Details: Sales of Pokémon 30th anniversary products, including Pokémon toys and plush toys. Additionally, there will be a diorama display of Moncolle, photo spots, and benefits associated with purchases. We will create a special space to celebrate Pokémon 30th anniversary, offering visitors a place to see, touch, and enjoy.



**For press inquiries, please contact:**

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**For product inquiries from consumers, please contact:**

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