

The Rilakkuma 20th Anniversary USA Tour Recap!

We had an amazing time meeting countless Rilakkuma fans while visiting 6 major cities across the USA!



Tokyo, Japan Aug 9, 2023 ([Issuewire.com](https://www.issuewire.com)) - To celebrate the 20th anniversary of the popular Japanese character, "Rilakkuma," SAN-X CO., LTD. held the "Rilakkuma 20th Anniversary USA Tour" that visited 6 major cities in the USA.

Traveling in an exclusively designed USA Tour Container, Rilakkuma fans were treated to pop-up shops, as well as meet and greets, across the USA!

After an unforgettable trip, the Rilakkuma 20th Anniversary USA Tour successfully visited its last stop, Chicago, on July 17th.

Recap of the Rilakkuma 20th Anniversary USA Tour

Rilakkuma and friends had an incredible time traveling across the USA, with fans joining us from coast to coast.

We are thrilled to share that this has been the largest Rilakkuma event ever outside Japan!

[The Rilakkuma 20th Anniversary USA Tour official Instagram](#) reached over 281,665 people resulting in more than 3 million impressions! It was incredible to see the positive responses to the USA Tour!

We displayed limited edition goods featuring exclusive USA-themed designs at each stop. This included

serial-numbered Rilakkuma and Korilakkuma plushies with exclusive one-of-a-kind designs that were limited to 100 of each per city. Many items sold out within hours each day!

Meet and greet events with Rilakkuma and Korilakkuma were also met with enthusiasm and anticipation. Friends, families, couples, and even dogs showed up to meet and take photos with both Rilakkuma and Korilakkuma!

We compiled some of our favorite memories from the tour into this recap video.

Please give it a watch and relive all of the fun that was had during the first-ever Rilakkuma USA Tour!

<https://youtu.be/ENwfBcdrUyk>

Official Tour Website

<https://rilakkuma-usa-tour.com>

Official Instagram of the tour

https://www.instagram.com/rilakkuma_usa_tour/

What is Rilakkuma?

“Rilakkuma” means “Bear in a relaxed mood”. At all times and everywhere Rilakkuma goes Rilakkuma is continuously lazy and relaxed.

Rilakkuma is totally stress-free and also does things at Rilakkuma's pace.

Rilakkuma is someone impossible to be hated by others.

You will be dragged into Rilakkuma's world and become lazy and relaxed while watching everything Rilakkuma does.

About SAN-X CO., LTD.

SAN-X CO., LTD. creates unique and fun characters that are adored by fans around the world.

Based in Tokyo, San-x is one of the largest character manufacturing companies in Japan, specializing in stationary, plush, and accessory goods.

The blue in San-x's logo represents youth, novelty, challenge, and the future. The four-leaf clover symbolizes good luck.

SAN-X CO., LTD. official website

<https://www.san-x.jp/>

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Media Contact

Rilakkuma 20th Anniversary USA Tour Event Office

info@rilakkuma-usa-tour.com

2-4, Kandatacho, Chiyoda-ku, Tokyo, Japan

Source : SAN-X CO., LTD.

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