
T-JOY starts an inbound project with public-private partnership! "The Anthem of the Heart" with English and Chinese subtitles will be screened as a Movie Screening project "YOKOSO! EIGAKAN!" for foreign tourists.

"YOKOSO! EIGAKAN!" is the project that will show the latest Japanese movies with foreign language subtitles for visitors from overseas and non-Japanese people living in Japan. In October 2015, T-JOY Co., Ltd (Chuo-ku, Tokyo, President Yusuke Okada), will show "The Anthem of the Heart" (distributed by Aniplex) with simplified Chinese as well as English subtitles in the following theaters. T-JOY Co., Ltd has already shown Dragon Ball Z: Resurrection 'F' (distributed by Toei) in May and June 2015, and it was extremely well received by visitors from various countries. This time, "The Anthem of the Heart" will be screened with simplified Chinese as well as English subtitles, targeting Chinese tourists, who are the largest percentage of tourists in Japan. In addition, the Japan Foundation and Japan National Tourism Organization (JNTO) join the project, we will start PR both in Japan and abroad. As a center for Japanese film and culture, please stay tuned to T-JOY theaters' future developments.

■ What is "YOKOSO! EIGAKAN!"?

A movie screening project YOKOSO! EIGAKAN! , organized by T-JOY Co., Ltd., will show the latest Japanese movies with foreign language subtitles aiming at visitors from overseas and non-Japanese people living in Japan. Attendance can enjoy limited food menu and items that are available only at the time of release timing in Japan. This project offers a way of movie admiration only in Japan to them.

Previous Screening

May 30, 31, June 6,7 2015 "Dragon Ball Z: Resurrection 'F'" (distributed by Toei) with English subtitles

■ YOKOSO! EIGAKAN!

[Title] The Anthem of the Heart (distributed by Aniplex Inc., (C) KOKOSAKE PROJECT)

[Theaters] Tokyo Shinjuku Wald 9*

Osaka Umeda Burg 7

Kyoto T-JOY Kyoto

Fukuoka T-JOY Hakata

* Jointly operated by TOHO Cinemas Co., Ltd.

[Subtitles] English and Simplified Chinese subtitles

[Dates] Saturday, October 17 – Friday, October 23, 2015

[Website] http://kinezo.jp/cp/yokoso_eigakan/

[Organized by] T-JOY Co., Ltd.

[Special Cooperation] The Japan Foundation

[Cooperation] Japan National Tourism Organization (JNTO)

