

# ぐんまちゃん

## GUNMACHAN

### 北米最大級「Anime Expo 2023」に初参加します！

群馬県のマスコット「ぐんまちゃん」が北米最大級のアニメ・コンベンション「Anime Expo 2023」に初めて参加します。

#### 1. 概要

アニメ「ぐんまちゃん」は2023年2月から、米国のストリーミングサービス「クラシコ」において世界中で配信されています。

そこでこのたび、北米最大級のアニメ・コンベンション「Anime Expo 2023」に出展し、アニメ「ぐんまちゃん」と群馬県のPRを実施することといたしました。

#### 2. 会場等

会場：ロサンゼルス・コンベンションセンター

(1201 South Figueroa Street Los Angeles, California 90015)

会期：2023年7月1日(土)～4日(火) ※現地時間

#### 3. ブース概要

- ・アニメ「ぐんまちゃん」のイラストを使用したアニメ作品と群馬県の魅力紹介(別紙参照)
- ・ぐんまちゃんが登場してグリーティングを実施

#### 4. 出展

アニメ「ぐんまちゃん」の海外販売を手がける(株)エイベックス・ピクチャーズと共同出展します。

#### 5. 参考：「Anime Expo 2023」

毎年7月にアメリカ・ロサンゼルスで開催される、北米最大級のアニメ・コンベンションで、多くのアニメファンが集まるイベントです。2019年には延べ35万人が参加しています。



## <ブース壁面のデザイン>

アニメ「ぐんまちゃん」のイラストや場面カットを使用して、群馬県を紹介するデザインにしています。

**An introduction panel for Gunma Prefecture, as seen in the anime "GUNMACHAN!"**

Gunma is a real-world location in the heart of Japan!

Come and pay a visit to Gunma!

**Onsen**

Gunma Prefecture is home to bountiful hot springs and has come to be known as the Onsen Kingdom. Kusatsu, Itaho, Minakami and Shima are among Japan's most famous hot spring locations.

**Strawberries**

Gunma has its very own type of strawberries called "Yayoihime". They are known for their rich combination of sweetness and tang, and their large size makes for a filling sweet treat!

**Kofun**

Gunma is rich in classical Japanese history. There are more *kofun*, large-scale ancient burial grounds, in Gunma than anywhere else in east Japan. From the 4th to the 6th century, powerful clan leaders took advantage of Gunma's fertile agriculture and rich water sources to construct numerous *kofun* burial mounds.

**Yakimanju**

*Yakimanju* are a beloved local delicacy of Gunma Prefecture. They are made by taking a steamed *manju* bun, covering it with sweet miso sauce and grilling. Famed for its deliciously savory smell, it is a long-time favorite snack of the people of Gunma.

**Haniwa**

*Haniwa* are earthenware statues made to resemble a person or an animal and placed atop *kofun* burial mounds. Among all *haniwa* designated as National Treasures or Important Cultural Properties, 40% have been excavated in Gunma Prefecture, giving it the title of "Japan's Number One Haniwa Prefecture."

**Ninja**

Iwabitsu Castle in Higashitagatsuma served as a base during the Sengoku, or Warring States, period for the famed Sanada Clan. Even today, visitors can experience the ninja lifestyle at the dedicated museum. More than 300 pieces of iconic ninja gear and weaponry are on display, including *shuriken*, *kusarigama* and *kusari-fundo*.

**Steam Locomotive**

Iconic Showa era steam locomotives (SL) are active today in Gunma Prefecture! The SL Gunma Minakami makes a round-trip between Takasaki Station and Minakami Station, and the SL Gunma Yokokawa runs between Takasaki Station and Yokokawa Station. These train journeys are best enjoyed on leisurely weekends.

**Daruma**

Gunma Prefecture is Japan's largest producer of Daruma. Local Takasaki Daruma feature eyebrows in the shape of a crane and facial hair resembling a tortoise. They have long been a symbol of good fortune and dedication.

**Tomiooka Silk Mill**

A UNESCO World Heritage Site, Tomiooka Silk Mill was built in 1872 and was the world's largest-scale machine silk mill in its time. It became the origin of Japan's national silk industry, which made up 80% of worldwide silk exports at its peak. Japanese silk was exported mainly to America, where it had a major impact on the world of fashion.

A short trip from Tokyo, enveloped by majestic mountains, is Gunma Prefecture. When you take a trip to Japan, be sure to come and visit Gunma.