

Japan's largest Halloween event celebrates 21st anniversary!!

**KAWASAKI Halloween 2017!!
Theme of this year is "LOVE & JOY"!**

Japan's largest Halloween event known as "KAWASAKI Halloween" has started in 1997. This most exciting Halloween event has evolved in passed 21 years, specialized its own entertainment and mix of intriguing Japanese culture. The main parade attracts all the people not only in Japan but also foreign visitors along with 130,000 spectators.

"KAWASAKI Halloween 2017" is scheduled on October 1st (Sun)~31st (Tue) for one month in Kawasaki city, Kanagawa Prefecture. Celebrating its 21st anniversary this year will be a remarkable Halloween event for everyone.

Key visual by global photographer Mr. Leslie Kee has completed!



In Kawasaki-city, we make an advance effort for holding Tokyo Olympics and Paralympics tournament in 2020, also towards municipal organization 100th anniversary in 2024 trying to make the gentle environment and society for all people to live regardless of age, obstacle, race, LGBT as "KAWASAKI Para Movement".

KAWASAKI Halloween approves the effect and push forward the approach through holding this event, so that understanding of all citizen becomes deeper. We have a great announcement and collaboration with active global photographer Mr. Leslie Kee who realize LGBT as fateful theme and deal with fashion and advertisement photography have produced our key visual this year.

<Leslie Kee Profile>

Born in Singapore. One of the most famous photographers who is active on art, fashion, advertisement photography, PV picture supervision in all of the countries including Tokyo, and continues photographing supermodels and celebrities in the world.

In 2006, announced the collection of Sumatra Offshore Earthquake Tsunami victim support charity photographs "SUPER STARS". Also collection of Great East Japan Earthquake charity photographs "LOVE & HOPE" awarded the 40th APA Minister of Economy Trade and Industry Prize. Art magazine series "SUPER" of photograph he deals with sets the collaboration of world company, top artist, fashion designer and holds publication and photo exhibition of photographs more than 50 volumes.

His first supervision short movie "THE INDEPENDENTS" has nominated at ASVOFF competition held in PARIS in 2015 and won the BEAUTY PRIZE AWARD. A Project "OUT IN JAPAN" photographing portrait of Japanese LGBT is elected by the 19th Cultural Affairs Media Arts Festival Entertainment committee recommended the work and achieved photography of 1,000 people in total in April, 2016. He held photo exhibition "MODE/MUSE" in Ikebukuro PARCO museum in this March and gathered the hot topic.

<Message from Mr. Leslie Kee>

Congratulations on the Kawasaki Halloween 21st anniversary. To deal with visual of the Halloween was my heart's desire and I am glad very much. Another dream came true as my new lifework. There were various characters with energetic, fashionable and sense of playfulness. Those became the best visual. Many youths and families, come and enjoy the KAWASAKI Halloween.

(KAWASAKI Halloween presents LOVE&JOY photographed by LESLIE KEE)



"Pride parade" appears in Japan's biggest Halloween parade!

"Pride parade" will appear in Halloween Parade for the first time this year as an initiative to encourage "Kawasaki Para Movement" and the citizen's understanding. We are pleased to invite you to participate with the models that appeared in the key visual of KAWASAKI Halloween, Drag Queen, people of LGBT, Ally who express their understanding, we will send a message through the parade. In addition, we will expand the wheelchair users' participation for parade participation which we started from last year.



The form of the parade that everyone expresses themselves is exactly the shape Kawasaki Para Movement aims. We would appreciate your warm understanding and support.

Exciting programs with full of attraction this year!

Popular Participatory event "MINIONS RUN" will be held on October 28th Saturday!

"Kids Town Tour" which was very popular last year has been upgraded! Everyone participates in the costumes of popular character "Minion" and clears the mission. Large collaboration event with "Minions Run" quiz style stamp rally will be held on Saturday Oct 28th (Sat)! Also, a music event will be held at CLUB CITTA 'on the same evening! From Kawasaki Station area to the all venue, you can enjoy plenty of Halloween streets from children to adults.

- Organizer : MINIONS RUN Executive committee
- Co-Organizer : KAWASAKI Halloween Project
- WEB : <https://minions-run.jp/>



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Collaboration with Professional basketball team "Kawasaki Brave Thunders"!

Halloween collaboration plan will be held with full cooperation of "Kawasaki Brave Thunders"! Production of collaborative visuals and home game will be held at Todoroki arena on October 20th and 21st. We will be developing various programs!



Annual popular events are scheduled to be held!

【October 28th Saturday】

- Popular program KIDS PARADE! 1,500 participant tickets immediately sold out every year!
- For kids and family "Kids Halloween Park"! (※Plans)
- Popular project from last year!

Halloween Film Festival "Suspiria 2 x Goblin"

※ Application for various programs at KAWASAKI Halloween Official WEB site!

【Kawasaki station surrounding commercial facilities and shopping center collaboration】

- Very Popular "Trick or Treat" (sweets present for children under elementary school who are disguising)
- "Costume Visitor Benefits" valuable plan for eating and shopping (for customers who are disguised)
- Winning luxury prizes by going around 10 commercial facilities "Skymark KAWA HALLO Stamp Rally" (Sponsored by Skymark Airlines Inc.)

【October 29th Sunday】

- "Halloween Parade" Largest domestic costume parade
- "Halloween Award" Best costume contest reputed as the highest level in Japan
- "Dancing Pumpkin" Club party after the parade.

【Event Summary】

- Name KAWASAKI Halloween 2017
- Theme LOVE & JOY
- Period From October 1st Sunday to 31st Tuesday
- Venue KAWASAKI Station surrounding area



<< Produced by CITTA' ENTERTAINMENT CO., LTD.>>

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- For the photo materials used in the release, please use from here
<https://goo.gl/s8LzvA>