

MEDIA ALERT: VIRTUAL LIVE CONCERT FEATURING GLOBAL SINGER-SONGWRITER PIKOTARO
Do the “PPAP” Dance with your Avatar and Enjoy Pikofest with an Original Outfit

Within the first ever official video game of the Paralympics, ‘The Pegasus Dream Tour,’ the second virtual concert in the Avatar Gala Party concert series, featuring global singer-songwriter Pikotaro, called “Pikofest (Pikotaro Festival)” will occur three times on **Saturday, August 21 at 7:00 PM PDT, Sunday, August 22 at 2:00 AM PDT, and Sunday, August 22 at 8:00 AM PDT.** ‘The Pegasus Dream Tour’ was developed by JP Games, the studio founded by ‘Final Fantasy XV’ director Hajime Tabata.

In addition, the #PegasusSupporters social media campaign has begun, with a diverse group of more than 300 top social media influencers appointed as Official Pegasus Supporters. In total, these 300+ influencers have a combined follower reach of more than 200 million.

Pikotaro, legendary comedian, singer-songwriter, and famed creator of the viral music video Pen-Pineapple-Apple-Pen is the headlining act of “Pikofest.” He hopes to use his famed power of “connection” to bring users from across the globe together in Pegasus City.

Between Sunday, August 8 at 8:00 PM PDT to Friday, August 20 at 11:00 PM PDT, leading up to the day of the concert, Pikotaro is calling on the players of the game to help him build a monument of himself by participating in a tap minigame. As more players from around the world complete the minigame, more of the monument will be completed.

Players will receive as prizes access to new interactive experiences as they complete the minigame such as tickets to the virtual concert, exclusive Pikotaro collaboration outfits, and call-and-response emotes, in-game motions for your avatar; for a greater sense of unity during the live concert.

Pikotaro’s actual dance movements were filmed using motion capture technology, so players can also use their custom avatars called “Mines” to join Pikotaro and do his famed “PPAP” dance along with other fun dance moves.

Players can also access the exclusive Pikotaro outfit designed specifically for this live concert. By customizing their “Mine” with this special skin, the players can enjoy the event wearing Pikotaro’s signature costume!

The Pegasus Dream Tour is the first official smartphone game licensed by the International Paralympic Committee (IPC) with the goal of branding the Paralympics in a new way and tackling social issues in a sustainable manner through the players’ gaming experience.

The interactive concert experiences can be accessed for free by downloading ‘The Pegasus Dream Tour,’ available now on both Android and iOS. There will also be the option to upgrade to an A or S concert ticket for virtual VIP seating areas and exclusive and next level in-game interactions with the artists.

Pikofest Concert Timings

	JST	UTC	PDT
1	August 22 11:00	August 22 02:00	August 21 19:00
2	August 22 18:00	August 22 09:00	August 22 2:00
3	August 22 23:00	August 22 14:00	August 22 7:00

Each music act will have a two week-long RPG story played out in the game in the lead-up to their concert. Pikotaro is famous for connecting various objects using his left and right hands in the hit song, **PPAP (Pen-Pineapple-Apple-Pen)**. He plans to become an avatar and use his famed power of “connection” to invite and connect users from across the globe with laughter in his joyfully funny live show. Pikotaro believes that a monument needs to be constructed in the concert venue and has called on the players to build it for him.

Download image assets [HERE](#).

More details about Pikofest: <https://pegasus-dream.com/en/gala-party/pikotaro/index.html>

Live Concert Trailer: <https://youtu.be/vXxz4u4dce8>

Download URL:

▼ iOS: <https://apps.apple.com/us/app/the-pegasus-dream-tour/id1496568742>

▼ Android: https://play.google.com/store/apps/details?id=com.jp.gamesinc.android.pegasus_ww

#PegasusSupporters Campaign with Over 300 Top Social Media Influencers Begins

A diverse group of more than 300 top social media influencers have been appointed as Official Pegasus Supporters. The total number of followers of these 300-plus influencers reaches over 200 million. The influencers will be making a lot of noise on social media to get the word about the game out to young people, while upholding diversity and inclusion values, aiming to bring people together, and encouraging collaborations between different people, companies, and characters. Their campaign will kick off in mid-August.

Fans can use the hashtag #PegasusSupporters to take part in the fun! They can also gain access to a special face paint filter on Instagram [here](#) or the Pegasus official Instagram account, @PegasusCity2021

About The Pegasus Dream Tour

The Pegasus Dream Tour is the world’s first official Paralympic game. It was developed with the goal of branding the Paralympics in a new way and tackling social issues in a sustainable manner through the gaming experience of players.

Players can explore the virtual setting of “Pegasus City,” which serves as a testing ground for a utopian future. Doraemon, one of Japan’s most iconic characters, serves as the deputy mayor of this futuristic city, where a totally new “massive avatar RPG” experience awaits. Create your own

dynamic advanced avatar or “Mine” whose aim is to become a successful para-athlete alongside its friends.

In addition to being a place where players can enjoy para-sports, Pegasus City also serves as the site of various initiatives and endeavors aimed at creating a better future. By encouraging collaboration between different people, companies, and characters, Pegasus City will continue to evolve and become a harbinger of a better future.

About Pikotaro

A singer-songwriter born in Chiba Prefecture, Japan. Pikotaro unveiled his song PPAP on YouTube in 2016, which, when combining the figures from the Pikotaro Channel and the Ultra Music channel, has been played back 600 million times. When including related videos, this number shoots up to a whopping 2 billion views.

Pikotaro became the first Japanese person to hold the #1 position on YouTube’s Global Music Charts for 3 consecutive weeks. He also made his way into the Guinness Book of World Records for having the shortest song to chart in the Billboard Hot 100.

In April 2020, Pikotaro released PPAP -2020- to spread the message about the importance of washing one’s hands during the outbreak of the COVID-19 pandemic. He is currently using his experience as an SDGs (Sustainable Development Goals) promoter to make these ideals accessible and spread them worldwide for his ultimate goal of world peace.