

## Karaoke no Tetsujin will be holding a Karaoke Party with Sakura House on the 31st of October 2018! Inviting all International Guests!

TETSUJIN Inc. which operates Karaoke no Tetsujin, will be co-hosting the “Sakura Karaoke Party” on October 31<sup>st</sup> 2018 with Sakura House and Three Hundred Bar.

“Sakura Karaoke Party” is a monthly event held in Ginza, Tokyo, where we invite international guests from around the world. This casual party introduces karaoke to people who are aware, but have never experienced true “Japanese Style Karaoke”. Especially, for this month only, we will be featuring the “Day of the Dead”! A Latin American holiday, which celebrates the afterlife. We will be serving special cocktails of Tequila and decorating the venue in a “Day of the Dead” theme. It will be a fun and exciting nightlife experience for everyone and we welcome all who wish to join.



### ●The international, monthly Karaoke party hosted by Sakura House

Sakura House currently owns guest houses in both Tokyo and Kyoto, where they host guests from more than 100 countries from around the world each year. They entertain their guests by holding various cultural events including monthly Karaoke parties.

On the evening of the party, participants meet up at Three Hundred Bar, and soon get to know each other, while enjoying some drinks. Although most people are aware of the word “Karaoke”, they have rarely had the chance to experience it in person, which is why Sakura House hosts these events. Tutored and cheered on by the staff, it will not take long before the guests start singing and dancing together, while playing their favorite songs. As an opportunity to enjoy the casual and fun nightlife of Tokyo, this event has attracted travelers of all backgrounds for more than half a year and continues to do so each month.



### ●Three Hundred Bar and Karaoke no Tetsujin to collaborate for “Day of the Dead”

Three Hundred Bar will be holding the event “Halloween & Day of the Dead” from the 22<sup>nd</sup> of October, featuring the Latin American holiday “Day of the Dead”. The interior will be decorated with a Mexican theme and the staff dressed up in honor of the event to entertain guests. They will also be serving a special cocktail using the “Don Julio”, one of so called premium Tequila, during the event period. Three Hundred Bar resides within the heart of Ginza where it serves food and drinks for only 300 yen. Attracting many international travelers with its unique atmosphere, they value and respect every culture from around the world and welcome all who wish to attend.

Karaoke no Tetsujin of Ginza is to serve a “Don Julio” based cocktail “Remember Me”, made with a special recipe created by the Three Hundred Bar staff, to feature and celebrate the “Day of the Dead”. Customers can purchase the cocktail for only 500 yen (including tax) from the 29<sup>th</sup> of October to the 4<sup>th</sup> of November and we hope you enjoy this special, limited time drink. Finally, on the evening of Halloween (31<sup>st</sup> October), “SAKURA Karaoke Party” will be taking place. The Karaoke room will be decorated in a “Day of the Dead” theme to make the venue feel special and there will be lots of time to sing with friends and family, while celebrating on this spooky Halloween night.

#### **What is “Day of the Dead”?**

“Day of the Dead” is a classic holiday celebrated in many Latin American countries, but is most famous for the celebrations and festivals in and around Mexico.

The towns are decorated with Marigold flowers and skull motifs. While families and friends get together to spend precious time remembering and honoring their beloved ancestors.

### ●“Karaoke” to be introduced to more people from the world

Annual numbers of people who visit Japan are expected to reach 30 million during 2018. While so many services and products are offered for them, it is still not very common for travelers to visit the daily hangout spots of Japan; such as Karaoke bars.

Karaoke no Tetsujin continues to host travelers with the “SAKURA Karaoke Party” event to both learn more about other cultures, but also improve based on participants feedback and experience.

## ●About Karaoke no Tetsujin

Karaoke no Tetsujin operates more than 50 venues in the urban area of Tokyo and in its neighboring towns. It is best known for its many collaborations with Japanese anime and it recently launched a subscription service for Karaoke in May of 2018. Karaoke no Tetsujin is a leading company within the entertainment market and is continuously developing new services to introduce to this ever-growing sector.

Visit us at : <https://www.karatetsu.com>

### <Company's Information>

#### **SAKURA HOUSE CO., LTD.**

ESTABLISHED: 6<sup>th</sup> October, 1992

DIRECTOR: Hanako Tsukumo

ADDRESS : Nishi-Shinjuku K-1 Building 2F, Nishi Shinjuku, Shijuku-ku, Tokyo 160-0023

BUSINESS OVERVIEW : Share house, apartment, dormitory, vacation house rental services exclusively for foreigners.

URL : <https://www.sakura-house.com/jp>

#### **Three Hundred Bar Co., Ltd**

ESTABLISHED: April, 1992

DIRECTOR: Kazuko Tsukumo

ADDRESS : 5-9-11, Ginza, Chuo-ku, Tokyo 104-0061

BUSINESS OVERVIEW : Established in 1992, 300BAR is the oldest bar in Ginza, serving fresh cocktails and mojitos with ingredients from the Tohoku Bokujo farm in Aomori.

URL : <http://www.300bar.com/>

#### **TETSUJIN Inc.**

ESTABLISHED: 14<sup>th</sup> December, 1999

DIRECTOR: Daisuke Okazaki

ADDRESS : 3-8-1 Tokyu Ikejiri Ohashi Building 2F, Higashiyama, Meguro-ku, Tokyo 153-0043

BUSINESS OVERVIEW : Management of entertainment facilities including, but not limited to, "Karaoke no Tetsujin".

URL : <http://www.tetsujin.ne.jp>

### <Media Contact>

TETSUJIN Inc.

Contact: Murayama (03-3793-5115)

E-Mail : [contact-info@tetsujinka.com](mailto:contact-info@tetsujinka.com)

SAKURA HOUSE CO., LTD

Contact: Nishimura / Ochiai (03-5330-5250)

E-Mail : [info@sakura-house.com](mailto:info@sakura-house.com)