



Wednesday March 18<sup>th</sup>, 2026

NEWS RELEASE

**Super Nintendo World Celebrates 5<sup>th</sup> Anniversary Today**  
Become “invincible” with “Superstar” and celebrate with tons of energy!  
**“Naniwa Danshi” Appear at Anniversary Event!**  
**All members “united as one” in “wild excitement”!**  
**New! Yoshi’s “Meet & Greet,” Mario’s March, and more: A 5th-anniversary program**  
**themed around “Superstars” that puts you in “invincible” mode starts today!**

Universal Studios Japan’s hugely popular “Super Nintendo World” opened on Thursday, March 18<sup>th</sup>, 2021, and today, Wednesday, March 18<sup>th</sup>, 2026, we are pleased to celebrate its 5<sup>th</sup> anniversary.

At around 7:00am today, **an anniversary ceremony was held at “Superstar Plaza”, the entrance to “Super Nintendo World.”** **The popular group “Naniwa Danshi,” who are huge fans of “Super Nintendo World,” gathered in full force and celebrated the area's 5th anniversary with great enthusiasm** alongside Mario, Luigi, Princess Peach, Yoshi, Toad, and special guest stars.

In this area, where you can immerse yourself in play with your friends and truly experience a sense of unity, we’re offering a special year starting today through Monday, January 11<sup>th</sup>, 2027, where everyone can become “invincible” and have fun together.



The anniversary ceremony kicked off at “Super Nintendo World,” which is celebrating its fifth anniversary, with scenes of “Naniwa Danshi” taking on the park’s wildly popular attractions and activities. Just like Mario and Luigi, the group tackled the activities with their whole bodies and worked together to complete them with great energy in a scene that was projected onto a special monitor at the ceremony venue. Joichiro Fujiwara and Kazuya Ohashi tried out the hugely popular attraction “Mario Kart: Koopa’s Challenge” while Kyohei Takahashi, Ryusei Onishi, and Kensha Nagao had a blast playing “Collect 'Em! Bomb-omb Puzzle Pieces”. Shunsuke Michieda and Daigo Nishihata, who worked in perfect sync to tackle “Match It! Dossun Flip Panel,” all thoroughly enjoyed these hands-on, full-body play experiences.



A special screen displayed live footage of the members of “Naniwa Danshi,” who had “united as one” during the interactive experience, emerging from the “concrete pipes” and gathering at “Superstar Plaza.” Amid loud cheers from the special guests, Mario, Luigi, and the other members all arrived at “Superstar Plaza,” which was decorated with “5th Anniversary Decorations” themed around the “Superstar”, the “invincibility” item familiar from Mario games, including a massive special cake studded with stars.



During the ceremony, regarding the area’s 5th anniversary, Ohashi-san said, **“That means Super Nintendo World has been around for five years! And believe it or not, it’s also been five years since Naniwa Danshi debuted! Thank you so much! I’m so happy that all of us in Naniwa Danshi are able to stand here together at a place that’s the same age as us,”** and added, “When I come to this place, there’s an incredible sense of excitement and it really feels like I’ve stepped right into the world of a Mario game!! **I hope this will be a year where everyone, not just the players, but also those watching and cheering them on, can come together and ‘unite as one’ to enjoy the experience!**,” said Onishi-san. “Just like the cake you can see over there, there are so many superstars here, so I really want everyone to experience that ‘invincible’ feeling,” said Fujiwara-san, sharing his thoughts. **“I hope you’ll come back not just once, but many times, and enjoy discovering all sorts of new things.”**

Next, the members of “Naniwa Danshi” joined forces with the crew who had rushed over to celebrate, pulled the ribbon together, and opened the large anniversary box as a group! Star-shaped confetti burst out of the box and floated up into the blue sky. In addition, the members performed the “Mario pose” in perfect unison while chanting, “We are all STARS! Let’s kick off an unbeatable year!” and celebrated the area’s 5<sup>th</sup> anniversary with great enthusiasm. Finally, Ohashi-san said, “As Super Nintendo World celebrates its 5<sup>th</sup> anniversary, let’s ‘unite as one’ and enjoy a year where ‘together we’re invincible’! And since we, Naniwa Danshi, are also celebrating our 5<sup>th</sup> anniversary, we’ll ‘unite as one’ and give it our all in ‘invincible’ form, so please cheer us on!”

## **[Other comments from “Naniwa Danshi”]**

### **●About the “Super Nintendo World” Experience**

◇It was so much fun! I was totally thrilled. It was a game where we had to coordinate our voices and work together to tackle challenges, it really embodied the spirit of “unity and teamwork!” (Nishihata)  
“Since we were working together, I just ended up being myself! I got so absorbed in it that I lost track of time!” (Michieda)

◇“This is a bit personal, but... I absolutely love Yoshi! My member color is green, too, so we match. I was really nervous about standing next to him today, but just a moment ago, **(Yoshi) really encouraged me, and it helped me relax (laughs). That’s Yoshi for you!**” (Ohashi)

◇“In ‘Collect ‘Em! Bomb-omb Puzzle Pieces’, everyone was going wild and running around—it was such a fun attraction! It’s fun even when you play with a big group.” (Onishi)

### **●About Memories of Universal Studios Japan**

◇“I’ve been coming to Universal Studios Japan dozens, even hundreds of times since I was a kid, and I’ve been here with the members a few times as well. Every time I come, I feel that ‘NO LIMIT!’ spirit and it gives me energy. It’s a place filled with my youth. I came here when Super Nintendo World opened, and now, **five years later, this wonderful place that Japan can be proud of is celebrating its 5<sup>th</sup> anniversary, and so are we. I hope we can continue to grow together.**” (Nagao)

◇“Every time I visit, I enjoy all kinds of experiences at the park. When I came to Super Nintendo World, I spent about 10 minutes taking photos with my friends in front of this pipe, and **the world beyond the pipe, which goes far beyond just the attractions, is truly a lot of fun.**” (Takahashi)

### **■Comments by Guests who experienced the Ceremony**

“The glamorous ceremony was perfect for our 5th anniversary. It really got us pumped up and made us feel invincible! Now, we’re all going to stick together and explore the area in invincible mode!” (Group of three men and women / Shiga, Hyogo, and Osaka Prefectures)

**The theme is the “Super Star” from the Mario games!  
A special experience exclusive to this anniversary year, where you can join forces and become “invincible,” starts today**

Starting today, we are launching a special event to celebrate the 5<sup>th</sup> anniversary of the area’s opening [Event Period: Through Monday, January 11, 2027]. At the colorful “Superstar Plaza,” featuring “5<sup>th</sup> Anniversary Decorations,” guests had a wonderful time spotting “Superstars” and taking commemorative photos available only during this special event. In addition, guests were absolutely thrilled by special 5th-anniversary experiences such as the limited-time “Meet & Greet” featuring Yoshi and the brand-new mini-parade “A Grand Adventure in the Mushroom Kingdom! The Exciting Star Hunt Parade\*”, where they set off with Mario, Luigi, and friends in search of stars.

Alongside long-time favorites like “Mario Kart: Bowser’s Challenge” and “Power-Up Band Key Challenge,” and “Donkey Kong Country,” which expanded in December 2024. With the addition of a 5th-anniversary limited-time program, the entertainment lineup has become even more diverse, and guests have been fully immersed in the experience! They enjoyed every moment of the 5th-anniversary area, which was filled with the bright and energetic festive atmosphere unique to this zone—where “everyone can unite and become invincible.”

\*Presentation may vary depending on the area.



## **[Interview with Staff]**

### **Koichi Kuriyama, Senior Manager, Brand Marketing Dept.. USJ LLC**

Thanks to your support, Super Nintendo World has successfully celebrated its fifth anniversary today. Originally opened at Universal Studios Japan as the world's first Super Nintendo World, the area has since expanded to Hollywood and Orlando in the United States and is loved by guests from all over the world. In addition, the area has become a hotspot for people of all ages and backgrounds—from women, of course, to groups of male guests who are avid gamers, and even “dads” who grew up playing Nintendo games and now enjoy them with their families—transcending age, gender, and nationality.



We believe the appeal of this area lies not only in the immersive experience of stepping right into the world of the Mario games everyone knows and loves, but also in **the deep sense of connection and unity that comes from enjoying it together**. To celebrate our 5th anniversary starting today, we've prepared a host of unique experiences under the theme “We are all STARS! Let's Play! An Invincible 5th Anniversary Together!” **Please enjoy an experience where you can have a blast with your loved ones, deepen your bonds, and unite as one**, exclaiming, “We're invincible!” Also, this year marks the 25th anniversary of Universal Studios Japan. Please look forward to the park's future developments.

#### **■About “Super Nintendo World”**

The hugely popular “Super Nintendo World” area, which opened on March 18, 2021, celebrated its fifth anniversary on March 18, 2026, thanks to your support. To date, it has received numerous prestigious awards both in Japan and abroad, including the “THEA Award”<sup>\*1</sup> and the “Nikkei MJ Award”<sup>\*2</sup>, earning high acclaim. On December 11, 2024, “Donkey Kong Country” opened, recreating the world of the globally popular “Donkey Kong.” “Donkey Kong's Crazy Trolley” debuted in a space where the jungle home of “Donkey Kong” unfolds right before your eyes, and was voted No. 1 in guest satisfaction<sup>\*3</sup>. The ever-evolving “Super Nintendo World” continues to thrill guests of all ages from around the world with a variety of experiences that allow visitors to immerse themselves in play with friends and enjoy a deep sense of “unity” from the bottom of their hearts.

\*1: 2021 THEA Award, Outstanding Achievement Category Winner

\*2: Winner of the Nikkei Excellent Products and Services Award 2021 “Nikkei MJ Award”

\*3: Donkey Kong's Mine Cart Madness Ranks No. 1 in Satisfaction! According to a survey conducted by our company from December 11 to December 31, 2024, among 925 park visitors, asking “Which attraction did you enjoy the most?”

#### **About Universal Studios Japan**

Universal Studios Japan is wholly owned by Comcast NBCUniversal. Universal Studios Japan, located in Osaka Japan, has succeeded in establishing its position as a prominent entertainment and leisure landmark – drawing many guests from Japan as well as overseas. The park offers some of the world's most exciting and innovative experiences – high quality attractions, shows, and seasonal events based on Hollywood blockbusters, Japanese anime and entertainment brands popular around the globe. Guests can let loose and enjoy unforgettable, super energetic experiences throughout the park. Universal Studios Japan has continued to evolve since its opening in 2001. It most recently launched SUPER NINTENDO WORLD, where guests can unleash their passion to play in an immersive environment based on iconic Nintendo characters and their worlds. It also offers premier entertainment experiences such as the magical The Wizarding World of Harry Potter featuring Harry Potter and the Forbidden Journey, the breathtaking Jurassic Park area with its state-of-the-art Flying Dinosaur coaster, and Minion Park, where guests will encounter Minions causing mischief on Despicable Me Minion Mayhem, had undergone a major expansion in 2025. In 2026, to commemorate the Park's 25th Anniversary, new “Discover U!!!” program will inspire guests to discover a new version of themselves through the power of the theme park's entertainment.

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