



FOR IMMEDIATE RELEASE

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## **Fate/Grand Order Summons Fans to Anime Expo 2017**



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### ***Aniplex of America to host Launch Celebration for English-language version of acclaimed mobile RPG***

**LOS ANGELES, CA – June 22, 2017** – Aniplex of America has announced today that it will host a Launch Celebration for the English-language release of *Fate/Grand Order* at the upcoming Anime Expo in Los Angeles, CA. The event will be held on July 1<sup>st</sup> at 3:00 pm local time in Petree Hall of the Los Angeles Convention Center, and will open admittance to approximately 2,000 show attendees.

The celebration will include special guest appearances by franchise luminaries including *Fate/Grand Order* Producer and Aniplex Inc. President Atsuhiko Iwakami, DELIGHTWORKS Creative Director Yosuke Shiokawa, and *Fate* series voice actor Ayako Kawasumi (Saber). A printed mini-poster with Ms. Kawasumi's signature will be featured as an exclusive giveaway at the Launch Celebration.

The English-language version of *Fate/Grand Order* will officially launch in North America on June 25<sup>th</sup> at 9 pm PDT for iOS and Android devices, and will be available for download from the Apple App Store and Google Play.

### **Fate/Grand Order Booth Highlights**

In addition to the Launch Celebration event, Aniplex of America will have an official *Fate/Grand Order* booth with demo area on the show floor. Expo attendees can enjoy exclusive stage programming and try their luck on the Summoning Stand to win special prizes.

Among the scheduled guest appearances at the Anime Expo booth are popular cosplayers Lisa Lou Who (winner of SyFy channel's new TV Show "Cosplay Melee") and Linda Le, also known as Vampy Bit Me. *Fate/Grand Order* creative principals Yosuke Shiokawa and Shizuka Kurosaki will also be on-hand to discuss the franchise.

Anime Expo attendees will also have the opportunity to receive an exclusive lanyard at registration while supplies last. Other exclusive giveaway items at the Aniplex booth include mini-posters, Aniplex calendars, Command Seal temporary tattoos, t-shirts, sticker sets, and more.

### **About Fate/Grand Order**

*Fate/Grand Order* is a tactical turn-based role-playing game that challenges players to become Masters and summon powerful allies or Heroic Spirits, who are based on historical figures such as King Arthur, William Shakespeare, Hercules, and Joan of Arc. The free-to-play mobile game takes players back through history to embark on an epic quest known as Grand Order.

One of the most successful mobile role-playing games in Japan, *Fate/Grand Order* has consistently topped iOS and Android charts and been downloaded over 9 million times, outperforming other popular games in downloads and revenue. The game's exciting storyline and compelling play keep fans engaged and wanting more.

Further information and details are available through the official *Fate/Grand Order* website (<http://fate-go.us>), Facebook (@FateGO.USA), and Twitter (@FateGO\_USA).

### **FATE/GRAND ORDER (ENGLISH VERSION):**

**Title:** Fate/Grand Order (English)

**Genre:** Role-Playing Game

**Platform:** iOS/Android

**Release Date:** June 25, 2017

**URL:** <http://fate-go.us>

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### **About Aniplex of America Inc.**

Aniplex of America Inc. (Santa Monica, Calif.) is a subsidiary of Aniplex Inc. (headquartered in Tokyo, Japan) — a Sony Music Entertainment (Japan) group. Aniplex Inc. is a leading provider of anime content, along with music production and distribution in Japan. Aniplex of America has launched fan-favorite Blu-ray and DVD titles including *Fate/stay night [Unlimited Blade Works]*, *Fate/Zero*, the *Sword Art Online* series, *Your Lie in April*, *Kill la Kill*, *Bakemonogatari*, *Puella Magi Madoka Magica*, *Blue Exorcist*, *Nisekoi*, the *Oreimo* series, *Durarara!!×2*, *Magi* series, *Expelled From Paradise*, *The Irregular at Magic High School*, and *Aldnoah.Zero*. The company's ever-growing line-up of shows includes our most recent titles: *March Comes In Like A Lion*, *Blue Exorcist: Kyoto Saga*, *Erased*, *The Asterisk War*, *Owarimonogatari*, *Kizumonogatari*, *Charlotte*, *Wagnaria!!3*, *God Eater*, *Haifuri (High School Fleet)*, *Granblue Fantasy*, and *Eromanga Sensei*.

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