

For Immediate Release



April 16, 2025

50 years of flying! Pop Up Pirate's 50th Anniversary

Pop Up Pirate's flying distance is approximately 2,000 km, equivalent to five times the distance to the International Space Station.*

“Pop Up Pirate” (7th generation) will be released on Saturday, July 5, 2025.

—From “lose” if the pirate jumps out to “win.” A return to the basics with rule changes—

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Tomiyama, headquarters: Katsushika-ku, Tokyo) will commemorate the 50th anniversary of the release of its long-selling party game “Pop Up Pirate” in July 2025, and it will release the 7th generation “Pop Up Pirate” as the standard version (SRP: JPY 2,750 /tax included) from Saturday, July 5, 2025 at toy stores, toy sections of department stores and mass retailers in Japan, online stores, TOMY Company's official online store “Takara Tomy Mall” (takaratomymall.jp/), etc. In addition, we will be rolling out a variety of 50th anniversary events and promotions for everyone to enjoy to express our gratitude for their continued support.

Released on July 1, 1975, “Pop Up Pirate” has become a familiar long-selling product with cumulative shipments exceeding 20 million units, enjoyed as a party game in 47 countries and regions around the world. Thrilling and exciting, with simple and clear rules and non-verbal gameplay that allow everyone to enjoy it regardless of age or language, it has continued to be a popular favorite around the world.

The 7th generation of “Pop Up Pirate” retains the original style while blending overseas versions with Japanese design elements in the figure design. Additionally, the winning rule has been changed back to the original “win by making the pirate jump out” at the time of its initial release 50 years ago (see the next page for the evolution of the rules). To mark its 50th anniversary, the game returns to the basics, reintroducing the universal pleasure of “winning” rather than “losing.”

Pop Up Pirate will continue to fly even further to become a long-selling party game loved by even more people!

*The distance from ground level to the International Space Station (ISS) is approximately 400 km. Assuming that each Pop Up Pirate unit flies approximately 10 cm per flight, the total distance flown by the cumulative 20 million units sold would be approximately 2,000 km, which is equivalent to five times the distance to the ISS.



50th anniversary video now available

★Evolution of the rules of “Pop Up Pirate”

The inspiration for “Pop Up Pirate,” a game with a pirate theme, originated in Kamakura, a city renowned for its popular beaches, where the game’s developers held an “idea retreat.” The game was initially commercially released with the rule that **if you help the pirate captain trapped in the barrel jump out you win**, however, over time the rules were changed to reflect user feedback, from **“if you help him jump out you win or lose”** to **“if you cause him to jump out you lose.”**

1975–: At the time of the product’s initial release, the concept was that players had to rescue the pirate captain who was tied up with rope and locked in a barrel by cutting the rope with a sword, and the rule was that **the player who made the pirate captain jump out first won.**

1979–: The rule was changed to **“If you make him jump out, you win or lose (decide which before playing).”**

1995–: The rule was officially changed to **“If you make him jump out, you lose.”** The background behind the rule change is said to be that on a popular quiz show that aired from 1976 to 1988, contestants who inserted a sword that triggered the figure to pop out would have their scores reset to zero, and contestants who were unable to catch the Pop Up Pirate figure would miss out on a valuable prize. It is also said that contestants who were surprised by the figure popping out evoked an impression that he or she “lost” the game.

2025–: **NEW! “The first to make him jump out wins”**

Rules changed to return to the original concept to mark the 50th anniversary of its release.

★**To commemorate the 50th anniversary, we are publishing a guidebook on the TOMY Company’s website containing information on everything from the secrets of the product’s creation to its history and trivia.**

URL: www.takaratomy.co.jp/products/kurohige/50th/



First release in 1975, the original “Pop Up Pirate”



“Pop Up Pirate” (7th generation) package



Overseas version “Pop Up Pirate” package



Concept art from the time of the original development

★Changes to the design of the “Pop Up Pirate” figure

While keeping the basic style, “Pop Up Pirate” combines the design of the overseas version of the product with Japanese design.



★“Pop Up Pirate” LINE stickers are also doing well!

LINE stickers “Nostalgic and cute Pop Up Pirate for everyday use,” which were released in April 2024, are on sale and are being well received.

Download URL: store.line.me/stickershop/product/26162823/ja

Product Outline

Product Name: **“Pop Up Pirate”**

Launch Date in Japan: Saturday, July 5, 2025

SRP: JPY 2,750 (tax included)

Recommended Age: 4 years and up

Package Contents: Barrel (1), Blackbeard pirate figure (1), swords (6 swords of each color in red, blue, green and yellow for a total of 24 swords).

Dimensions: W 135 mm × H 200 mm × D 135 mm *When the figure is placed in the barrel

Sales Channels: Toy stores, toy sections of department stores/mass retailers in Japan, online stores, and TOMY Company's official online store “Takara Tomy Mall” (takaratomymall.jp/), etc.

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