

For Immediate Release



May 28, 2025

LICCA doll-sized crane games and Spo-Cha for the whole family to enjoy!
“LICCA’s Lively Illuminated Crane: Let’s Go to Round 1!”
to be launched on Saturday, July 5, 2025
“LICCA Doll Family” with modern fashion
will also be revamped and re-released

TOMY Company, Ltd.

TOMY Company, Ltd. (Representative Director, President & COO: Akio Toyama, headquarters: Katsushika-ku, Tokyo) will release the LICCA playset “**LICCA’s Lively Illuminated Crane: Let’s Go to Round 1!**” (SRP: JPY 7,480/tax included) on Saturday, July 5, 2025, at toy stores, toy sections of department stores and mass retailers in Japan, online stores, and TOMY Company’s official online store “Takara Tomy Mall” (takaratomymall.jp), etc.

In addition, on Saturday, July 19, 2025, the LICCA Doll Family will be re-released, with revamped costume and hairstyle designs. This is the first revamping in 10 years for the parents, the first in 5 years for the twin sisters MIKI and MAKI, and the first in 6 years for the baby triplets KAKO, MIKU, and GEN. The outfits have been updated to a modern style by incorporating subdued colors into casual outfits that can be enjoyed for active outings.



* Dolls are sold separately.

“**LICCA’s Lively Illuminated Crane: Let’s Go to Round 1!**” is a playset created in collaboration with the indoor leisure complex Round 1 (Round One) that lets you actually play with a LICCA-sized crane game, bowling, and Spo-Cha. It replicates popular items from Round 1 and allows you to play three games: the “Lively Illuminated Crane,” a crane game equipped with colorful lights, music, and LICCA’s voice, as well as the

“Bowling Game” and “Free Throw Game,” all with a variety of features.

The set also includes bowling pin costumes for MIKI and MAKI, as well as a bench where the LICCA Doll Family can sit together.

Additionally, starting from Saturday, July 19, 2025, the “LICCA × Round 1 Collaboration Campaign” is scheduled to be held at Round 1 locations. If you get a strike or similar result in bowling, you can watch a special video featuring the LICCA Doll Family. There will also be promotional videos displayed on the large LED vision in the bowling area, product displays, collaboration prizes in crane games, and collaboration drinks available. Details will be announced later on the official Round 1 website (www.round1.co.jp/). Furthermore, as a special bonus for the initial purchase of this product, you will receive a premium ticket that can be used at Round 1 locations (one free crane game play and an exclusive LICCA clear file).

In recent years, the popularity of amusement activities, particularly crane games, has been increasing. This collaboration was made possible by LICCA and Round 1, a popular spot among a wide range of generations as a place where families and friends can go casually and enjoy themselves. This product is designed for you to enjoy with the LICCA Doll Family and friends, along with your family and friends.

Product Details

■ You can actually play with a LICCA-sized crane game, bowling, and Spo-Cha!

Although the three games are LICCA-sized, you can actually play them. The “Lively Illuminated Crane” includes audio from Round One’s popular event, the “Moonlight Strike Game,” where players bowl simultaneously, allowing you to enjoy the excitement and atmosphere. Enjoy playing and competing with your family and friends.



[Crane game]



[Bowling game]



[Free throw game]

■ The Round 1 atmosphere is recreated in detail! Includes the familiar Round 1 bowling pin costumes!

By using neon and pastel colors to add a LICCA touch, close attention to detail was paid to recreate the atmosphere of Round 1.



[Scoreboard]

If you look closely, you can see LICCA Doll Family’s scores. Looks like dad’s doing well!



[Bowling ramp]

Replica of a bowling ramp for children. You can put the ball in and roll it down.





[Bowling pin costume]

Bowling pin costumes make an appearance in the world of LICCA doll! They are sized for MIKI and MAKI.



Enjoy with family and friends!

Just like at the actual Round 1, we recommend playing with a large group.



◆◆◆ Product Outline ◆◆◆

Product Name:	LICCA's Lively Illuminated Crane: Let's Go to Round 1!
Launch Date in Japan:	Saturday, July 5, 2025
SRP:	JPY 7,480 (tax included)
Recommended Age:	3 years and up
Dimensions:	H 293 × W 525 × D 445 mm
Batteries Required:	3 × AAA alkaline (Batteries are sold separately.)
Copyright:	©TOMY
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" (takaratomy.jp), etc.
Official Website:	licca.takaratomy.co.jp/products/house/round1/
Product Video:	youtu.be/uV9E0i_DKs4 youtu.be/LHfvaSjNVWg (Story video)

The LICCA Doll Family with modern fashion, revamped and re-released

LICCA sports a casual style with a half-up hairstyle and sneakers, while mom maintains her popular long hair and adds an active touch with a white lace blouse and sneakers. Dad is dressed in a refreshing outfit, combining cargo pants with a striped shirt. The twin sisters and the baby triplets have also been transformed with modern fashion, incorporating subdued colors.

Launch Date in Japan: Saturday, July 19, 2025

"Everyday Style LICCA" SRP: JPY 3,850 (tax included)

"Stylish Mom" SRP: JPY 3,960 (tax included)

"Casual Dad" SRP: JPY 4,180 (tax included)

"Happy Twin MIKI" "Lucky Twin MAKI"
SRP: JPY 1,870 each (tax included)

"Friendly Triplet KAKO" "Friendly Triplet MIKU" "Friendly Triplet GEN"
SRP: JPY 1,430 each (tax included)



◆◆◆ About LICCA doll ◆◆◆

Dress-up doll LICCA was born in 1967, and since then various products have been released that give shape to children's fantasies and dreams, always reflecting the times and trends. One can enjoy "pretend play" and "dress-up play" using items such as dresses and houses, and LICCA doll has had a defined profile including age, family and friends from her initial release. In recent years, it has been expanding into a brand loved by adults who have grown up with LICCA doll. Moreover, LICCA has been widening her field of activity as a celebrity talent, and her own SNS accounts are also big topics.

[Official Website] licca.takaratomy.co.jp/

[LICCA doll Official SNS: @bonjour_licca] x.com/bonjour_licca instagram.com/bonjour_licca

[Official YouTube channel] "LICCA Official Channel" www.youtube.com/@Licca-chan_official

◆◆◆ About Round 1 ◆◆◆

Round 1 is an indoor leisure complex with bowling, arcade games, karaoke, and Spo-Cha (time-charge facilities for sporting activities). It is widely recognized both domestically and internationally as a regular recreational spot, particularly among younger demographics and families. It currently boasts 99 locations in Japan, 57 in North America, and 4 in China.

[Official Website] www.round1.co.jp/

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For product inquiries from consumers, please contact:

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