



Press Relations Head: Victor Albisharat  
victor@otakorp.org  
484-264-6787

**FOR IMMEDIATE RELEASE**

## **Otakon in collaboration with Aniplex to offer exclusive Madoka Magica Poster for Japan Relief**

**Baltimore, MD (July 19, 2011)** – Here is a rare opportunity to own an original Madoka Magica Poster at Otakon.



PRAY FOR JAPAN  
WE ARE ALWAYS WITH YOU

Exclusively for Japan Tsunami Earthquake Relief.

Madoka Magica  
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Otakon in collaboration with Aniplex of America have come together to help raise funds for disaster victims of Japan's earthquakes and tsunami. In exchange for a small minimum donation (\$5), Otakon is offering a Limited Edition Madoka Magica Poster courtesy of Aniplex of America. All the proceeds for this promotion will be donated to the Japan Red Cross. The Madoka Magica Poster is an original design and will only be available at Otakon 2011.

Donations for posters will be available at the Otakon merchandise table in the Dealers Room while supplies last but donations will gladly be accepted at any time. Limit one poster per donation and one poster per person.

Originally airing in Japan from April through June, 2011, *Puella Magi Madoka Magica* is an original story developed into TV series by Gen Urobuchi of Nitro+ (*Togainu no chi*), directed by Akiyuki Shinbo (*Goodbye Zetsubo Sensei*, *Bakemonogatari*, *Arakawa under the Bridge*) and produced by Aniplex's Atsuhiko Iwakami (*the Garden of Sinners*, *Bake Monogatari*, *Oreimo*, and recently project *Fate/Zero*). *Puella Magi Madoka Magica* follows the story of a 14 year old girl named Madoka Kaname. Madoka is offered the opportunity of gaining magical powers if she agrees to make a contract with a strange little being named Kyubey. Kyubey will also grant Madoka one wish, but in exchange she shall risk her life by accepting the responsibilities of fighting witches. Little does Madoka know what the real risks of making a contract has in-store for her. With the popularity of the series growing worldwide, Aniplex of America has recently announced plans of releasing the series to the US audience.

For more information about this title please visit [www.MadokaMagicaUSA.com](http://www.MadokaMagicaUSA.com)

Otakon 2011 will be held July 29–31 at the Baltimore Convention Center in Baltimore, Maryland.

**ABOUT OTAKON AND OTAKORP, INC.:** Now entering its eighteenth year, Otakon is an annual celebration of Japanese and East Asian popular culture, and also one of the largest gatherings of fans in the United States. Otakon celebrates popular culture as a gateway to deeper understanding of Asian culture, and has grown along with the enthusiasm for anime, manga, video games, and music from the Far East. Since 1999, Otakon has been held in Baltimore, Maryland; currently, Otakon is one of Baltimore's few large, city-wide events, drawing over 29,000 individual members for three days each year (for a paid attendance of over 80,000 turnstile attendees). Otakon is a membership-based convention sponsored by Otakorp, Inc., a Pennsylvania-based, 501(c)3 educational non-profit whose mission is to promote the appreciation of Asian culture, primarily through its media and entertainment. Otakorp, Inc. is directed by an all-volunteer, unpaid staff – we are run by fans, for fans.

For more information about Otakorp, Inc., see <http://www.otakon.com/otakorp/index.asp>  
For more information and the latest news on Otakon 2011, see <http://www.otakon.com/>

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**About Aniplex of America Inc.:** Aniplex of America Inc. (Santa Monica, California) is a subsidiary of Aniplex Inc. (headquartered in Tokyo, Japan), a group of Sony Music Entertainment (Japan) Inc. and leading provider of anime content and music production and distribution in Japan. Aniplex of America has launched fan-favorite DVD and Blu-Ray releases such as *Gurren Lagann the Movies*, *Durarara!!*, *R.O.D series*, *the Garden*

*of Sinners and Baccano!*. The company's ever-growing line-up of shows includes our most recent titles, *Blue Exorcist*, *Rurouki Kenshin* OVA and Movie, and *Puella Magi Madoka Magica*.

For the latest info from Aniplex, please visit [www.AniplexUSA.com](http://www.AniplexUSA.com)

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