

Neon Genesis Evangelion and Cardcaptor Sakura Voice Actress Megumi Ogata Launches Crowdfunding Projects to Produce Anime Song Cover Album

First project launched in Japan raises \$100,000 in less than two hours



Tokyo Otaku Mode Inc. (incorporated in Delaware, U.S.; representative: Tomohide Kamei; CEO: Naomitsu Kodaka; herein referred to as TOM) will launch an international crowdfunding project to support the production and release of voice actress and singer Megumi Ogata's anime song cover album, "Animeg. 25th".

The crowdfunding project will be launched at 7:00 pm (PDT) on May 18 through TOM's crowdfunding platform - Tokyo Mirai Mode (<https://miraimode.com/projects/animeg25th>) - that is directed towards fans residing outside of Japan. A promotional live stream featuring Megumi Ogata will be made through TOM's Facebook page (<https://www.facebook.com/tokyootakumode/>) 30 minutes before the crowdfunding project is launched.

TOM will work together with CAMPFIRE - one of the largest crowdfunding platforms in Japan - that is managed by CAMPFIRE, Inc. (Headquarters: Shibuya Ward, Tokyo; President & CEO: Kazuma Ieiri) for this cover album project. The Japanese crowdfunding project launched first on May 12 through CAMPFIRE reached its target of ten million yen (approximately \$90,000 USD) in just 90 minutes. The Japanese crowdfunding project is currently on its fourth day and has raised approximately twenty million yen.

The international and Japanese crowdfunding projects will be launched to support the production and release of Megumi Ogata's anime song cover album for her 25th voice actress debut anniversary, and also to provide the album to fans residing outside of Japan. The album will feature selections from titles Megumi Ogata performed in and also other relevant tracks. Ogata debuted as a voice actress in the role of Kurama in *Yu Yu Hakusho: Ghost Files*. She has also voiced various characters in series such as *Sailor Moon* (as Haruka Tenou/Sailor Uranus), *Cardcaptor Sakura* (as Yukito Tsukishiro), *Neon Genesis Evangelion* (as Shinji Ikari), and much more. She is also active as a singer with a powerful voice and a vocal range that extends beyond three octaves.



☑ Why produce an album through crowdfunding?

Ogata has decided to crowdfund her album to achieve the following goals:

1. To simultaneously provide genuine copies of her album to fans residing within and outside of Japan
2. To raise awareness in Japan and overseas about the current status of the entertainment industry

Due to the scarcity of authentic routes of distribution, consumers residing outside of Japan are currently forced to pay steep shipping fees to import genuine copies or access pirated and other illegally distributed content.

"I want to deliver a product with 'Japanese quality' to all the fans around the world who have supported me throughout the years... There has to be a way around the current barriers of distribution", said Ogata with feelings of distress. The conclusion she came to was to utilize the power of crowdfunding, as the ability for crowdfunding projects to "return" benefits to backers could allow her to distribute genuine content to fans around the world successfully.

After achieving the goals listed above, Ogata states that she intends on raising awareness about the conditions in the Japanese entertainment industry and also working to encourage fans of Japanese anime, games, as well as voice actors and actresses to choose genuine content (such as those provided through paid services).

*Hello! My name is Megumi Ogata.
I'm Japanese singer as well as voice actress
for animations.*

*As you may already know, the CDs and DVDs
that we produce in Japan are difficult to
obtain outside of Japan.
We in the industry want to share our music
with fans, no matter where they reside.
Fans overseas often ask us about gaining access
to more of our contents, too.*

*What can I do to overcome this invisible
wall separating the fans and myself?
There has to be something that even I can
do, right?*

*The conclusion I came to was to utilize
the power of crowdfunding.*

*I also wish my project could help fans
residing outside of Japan to gain access
to a wide variety of Japanese content.
Nothing would make me happier than having
those wishes come true.*

*Love,
M. Ogata
12. Apr. 2017*

☑ About this project

Title: "Animeg. 25th" Megumi Ogata 25th Seiyuu Debut Anniversary Project

Project Duration: 7:00 pm on May 18 ~ 7:59 am on July 10 (PDT)

Project Page: <https://miraimode.com/projects/animeg25th>



☐ About the rewards

Celebration Course (\$5)

Included:

- Digital copy of Megumi Ogata's thank you message

Animeg. 25th Course (\$39)

Included:

- Physical copy of Animeg. 25th
- Printed copy of Megumi Ogata's thank you message

Autograph & Doujinshi Course (\$99; only 500 available)

Included:

- Physical copy of Animeg. 25th
- Autographed copy of Megumi Ogata's thank you message
- "Operations Participation Badge" sticker
- "Megumi Ogata 25th Anniversary Individual Doujinshi ~Naka no Hito ga Egaku Soto no Hito~" (Expected to be over 24 pages)

Deluxe Course (\$149; only 300 available)

Included:

- Physical copy of Animeg. 25th
- Autographed copy of Megumi Ogata's thank you message
- "Operations Participation Badge" sticker
- Original t-shirt (Choose from men's or women's sizes from S~XXL)
- "Megumi Ogata 25th Anniversary Individual Doujinshi ~Naka no Hito ga Egaku Soto no Hito~" (Expected to be over 24 pages)

Special Thanks Course (\$240; only 200 available)

Included:

- Physical copy of Animeg. 25th
- Autographed copy of Megumi Ogata's thank you message
- "Operations Participation Badge" sticker
- Original t-shirt (Choose from men's or women's sizes from S~XXL)
- "Megumi Ogata 25th Anniversary Individual Doujinshi ~Naka no Hito ga Egaku Soto no Hito~" (Expected to be over 24 pages)

In addition to the items above, your name will also be featured in the SPECIAL THANKS section of the album!

Ultimate Course: The Sound of Her Voice (\$340; only 20 available)

Included:

- Physical copy of Animeg. 25th
- Autographed copy of Megumi Ogata's thank you message
- "Operations Participation Badge" sticker
- Original t-shirt (Choose from men's or women's sizes from S~XXL)
- "Megumi Ogata 25th Anniversary Individual Doujinshi ~Naka no Hito ga Egaku Soto no Hito~" (Expected to be over 24 pages)

- Alarm clock featuring a recording of Megumi Ogata calling your name

In addition to everything in the Special Thanks Course, you will also receive a one-of-a-kind alarm clock that features a recording of Megumi Ogata calling your name!



📖 About the cover album

Title: Animeg. 25th

Details: An anime song cover album featuring selections from titles Megumi Ogata performed in and other relevant tracks.

Tentative tracklist and sources:

“Taiyou Ga Mata Kagayaku Toki” - from *Yu Yu Hakusho: Ghost Files*

“Moon Revenge” - from *Sailor Moon R: The Movie*

“Platinum” - from *Cardcaptor Sakura*

“Komm,susser,Tod ~Amaki Shiyo, Kitare” - from *THE END OF EVANGELION*

“Driver’s High” - from *Great Teacher Onizuka*

“Fukanzen Nenshou” - from *Kamisama Dolls*

“My Soul, Your Beats!” - from *Angel Beats!*

“Kamisama no Itazura” - from *Tamayura: Hitotose*

“Bye Bye Yesterday” - from *Assassination Classroom Second Season*

Additional track to be announced

Further additions are possible if stretch goals are met.

📖 About Megumi Ogata

Megumi Ogata

Born on June 6. Known as Ogata, Aniki, Otoko-Hachidan

Ogata debuted as a voice actress in the role of Kurama in *Yu Yu Hakusho: Ghost Files* and quickly gained popularity among fans. She is known for her ability to voice a broad range of characters and also for her natural performances. Young boys and girls, older men and women, serious and comical genres, Ogata can easily handle them all.

She possesses a vocal range extending beyond three octaves, delivering rich and full notes regardless of how high or how low they are. Ogata is also active as a singer who performs with a powerful and soulful voice. In recent years, she has released numerous motivational rock albums that offer listeners the passion and the gentle push forward they need. She continues to hold live performances not only in Japan but also in other countries as well.

Ogata’s newest album “real/dummy” (High Edition) was ranked first during the first week of its release on the Hi-Res charts.



📖 About Tokyo Mirai Mode

Tokyo Mirai Mode is a global crowdfunding platform for Japanese products that add new value to Japan’s culture, traditions, and technology. It’s a place where users can find out first about unique products from Japan that are not yet available on the global market, and get rewards for supporting them.

Through Tokyo Mirai Mode, project owners looking to challenge the global



market can propose products to users worldwide, create products through monetary support from backers, and utilize test marketing as the first step to selling existing products in new countries and regions.

Tokyo Mirai Mode: <https://miraimode.com/>

☐ About CAMPFIRE

CAMPFIRE is Japan's largest crowdfunding platform that offers extensive support and is openly available. It boasts both the highest number of projects as well as the highest PV in Japan, and its project owners range from major companies and famous artists to individuals and even students. Over 5,500 projects have been launched on CAMPFIRE, attracting over 200,000 patrons that have provided over two billion yen in funding. CAMPFIRE seeks to add smoothness to monetary transactions and social interactions, contributing the creation of a world where everyone has a place, a chance, and a way to make their voice heard.

CAMPFIRE Crowdfunding Platform: <https://camp-fire.jp>

☐ About Tokyo Otaku Mode

Tokyo Otaku Mode (TOM) began sharing Japanese pop culture on its Facebook page (<http://www.facebook.com/tokyootakumode>) since 2011. As of May 2017, it has reached 19.8 million likes and is among the top 50 world-leading brands on Facebook.*

In 2013, TOM launched its ecommerce site - TOM Shop (otakumode.com/shop) - to serve fans worldwide. TOM works directly with manufacturers to guarantee authentic products and supports independent artists through product collaborations. To date, orders have been delivered to customers in over 130 countries/regions worldwide. TOM continues to work to advance their mission of "bringing happiness to the world with otaku culture."

*Source: Social Bakers (<http://www.socialbakers.com/>)

[Inquiries]

Company: Tokyo Otaku Mode Inc.

Email: press@tokyootakumode.com