**SUBJ:** [News] Anime Expo 2023 Reveals Exclusive Pokémon GO Collaboration w/ Rare Unown X Pokémon

Hi <<First>>

In case you missed it, wanted to share that The Society for the Promotion of Japanese Animation (SPJA), the non-profit organization behind [**Anime Expo**](https://www.anime-expo.org/ax/), today announced a special partnership with Pokémon GO for Anime Expo 2023! North America’s largest celebration of Japanese pop culture will be bringing rare Unown X Pokémon, along with new PokéStops featuring unique Photodisc artwork, to the Los Angeles Convention Center from July 1-4.

Anime Expo badge holders can search for the rare Unown X Pokémon around the entire event space, with extended three-hour Lure Durations to increase the chance of attracting the rare Pokémon. Upon entering the Los Angeles Convention Center, confetti will be displayed while playing Pokémon GO and Timed Research will activate, offering Red Party Hat Pikachu, 1 Incense and 1 Lure as potential reward encounters.

Lastly, fans can receive Field Research at PokéStops with guaranteed Pokémon encounters. Additional gameplay bonuses also include 2x Buddy Assist Chance and half-off Stardust trading costs.

As a friendly reminder, [registration](https://www.anime-expo.org/ax/register/) is now open for Anime Expo 2023! If you’re interested in receiving a complimentary press badge, please let us know and we’d love to get you set up!

For all official assets, please visit <https://www.anime-expo.org/press-kit/>.

Let me know if you have any questions or need anything else to assist in your coverage!

Best,

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**Social Media/One Liner Copy:**

**Version 1 for social media use:**

We’re partnering with @PokemonGOApp to bring rare Unown X Pokémon, along with PokéStops with unique Photodisc artwork, to Anime Expo 2023! Badge holders can search for the Pokémon and access special gameplay bonuses from July 1-4.

Register now: [bit.ly/3RbD1RZ](https://t.co/EWf0Qv5uPV)

**Version 2 for press release use:**

We’ve also partnered with Pokémon GO, bringing rare Unown X Pokémon, along with new PokéStops featuring unique Photodisc artwork and special gameplay bonuses, to the Los Angeles Convention Center over the entire event weekend.