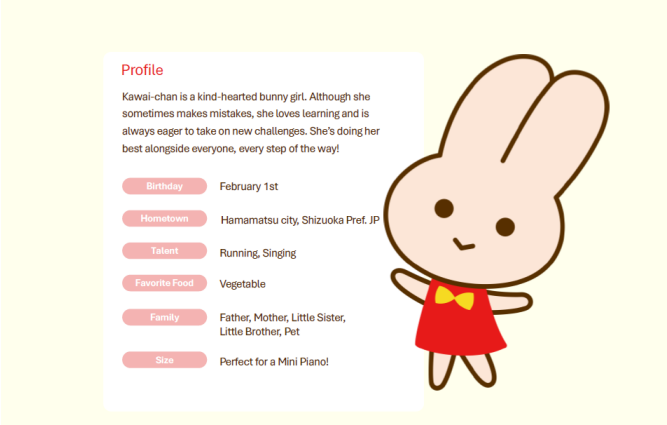
Celebrating the 70th Anniversary of KAWAI MUSIC SCHOOL
Bringing Our Official Character “Kawai-chan” Even Closer to You!
Launch of the Kawai-chan Website and Release of LINE Stickers

KAWAI MUSIC SCHOOL, operated by Kawai Musical Instruments Manufacturing Co., Ltd., refreshes its official character, “Kawai-chan,” with a new design aimed at appealing to a wider audience. Along with this renewal, it launches a dedicated Kawai-chan website and releases the second series of Kawai-chan LINE stickers.



Kawai-chan is a companion for everyone learning music, sharing in their joys and encouraging them to take positive steps forward through every stage of their journey. Together with Kawai-chan, we will continue to inspire the joy of taking on new challenges and the happiness that comes from growth.

■ Launch of the Kawai-chan Website

The Kawai-chan website has been launched as part of the KAWAI MUSIC SCHOOL website. The website features a variety of content that will be updated regularly, including a Kawai-chan drawing song (in Japanese), rhythm games for children, and four-panel comics(in Japanese).

URL：https://edu.kawai.jp/kawai-chan

■ Launch of The Second Series of Kawai-chan LINE Stickers and Animated Kawai-chan Stickers



"KAWAI MUSIC SCHOOL Kawai-chan Stickers 2" and "Animated Kawai-chan" are coming soon!

In addition to easy-to-use static stickers for everyday conversations, animated Kawai-chan stickers are making their debut. The collection features 24 expressive stickers that convey a wide range of emotions through Kawai-chan's rich facial expressions and charming gestures. Kawai-chan brings color and fun to your daily communication.

● Sticker Details

Sticker Name：Kawai Music School Kawai-chan Stickers 2

Number of Stickers：16

Sticker Name：Animated Kawai-chan

Number of Stickers: 8

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■ About Kawai Music School

Kawai Music School Global Website:：https://musicschool.kawai-global.com

Kawai Music School 70th Anniversary Special Website:： https://edu.kawai.jp/kawai-anniv