

June 27, 2017

Kodansha Comics and Funimation present *Attack on Titan Quest: Dedicate Your Heart*, free location-based mobile game for week of Anime Expo

*Uniquely structured interactive quest launches in 2 stages:
OUTSIDE THE WALL June 27 in L.A.'s Little Tokyo and INSIDE THE WALL
July 1 inside Anime Expo*

San Francisco, Calif. (June 27, 2017)—Kodansha Comics and Funimation are proud to present *Attack on Titan Quest: Dedicate Your Heart* #AoTQuest, a uniquely structured 2-part interactive quest based on the smash-hit manga and anime series *Attack on Titan* during the week of Anime Expo 2017.

The game, developed in partnership with the immersive story-gaming platform Conducttr, launches its first stage OUTSIDE THE WALL today June 27 in downtown Los Angeles's Little Tokyo neighborhood. The second stage INSIDE THE WALL takes place July 1-4 inside the Los Angeles Convention Center during Anime Expo. There's no fee to participate—it's all completely free.

Attack on Titan Quest: Dedicate Your Heart is one of several special events and offerings Kodansha Comics is presenting at this year's Anime Expo. All Quest players, whether "outside the wall" or "inside the wall," will receive via email a unique download code to redeem a free digital edition of the latest volume of *Attack on Titan* (volume 21) from comiXology.

OUTSIDE THE WALL can be played by anyone with a mobile device who happens to be in Los Angeles's Little Tokyo neighborhood. The theme of this stage is:

"Join the Survey Corps and defeat the Titans in Little Tokyo! Captain Levi awaits you for training to survive outside the wall."

To join *Attack on Titan Quest: OUTSIDE THE WALL*, visit <https://aot.cm.cr> to register.

INSIDE THE WALL will be available to play for attendees of Anime Expo. The theme of this stage is:

*"New cadets wanted: the Training Corps are now recruiting cadets to play an SMS-based (standard SMS rates apply) scavenger-hunt mission inside of Anime Expo! Your favorite characters from *Attack on Titan* may help you along the way."*

New cadets must claim their exclusive gear:

- Start the quest and receive an exclusive *Attack on Titan Quest* bag, while supplies last.
- Complete the quest and receive an exclusive *Attack on Titan Quest* honorary medal, while supplies last.

To join *Attack on Titan Quest: INSIDE THE WALL*, players should first visit the Kodansha Comics booth (#1006) at Anime Expo. The booth will also be hosting



**KODANSHA
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Contact: Misaki Kido
717 Market Street, Ste 100
San Francisco, CA 94103

pr@kodanshacomics.com
KodanshaComics.com

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an [Attack on Titan: Manga-to-Anime Gallery](#), as one of the special events. Participants can expect special messages from their favorite *Attack on Titan* characters!

The Funimation booth (#1800) at Anime Expo will be one of the main checkpoints on the Quest. [Attack on Titan Season 1 on Blu-ray and DVD](#) will be available for sale at the booth.

ABOUT KODANSHA

Founded in 1909, Kodansha Ltd. is Japan's leading publishing house, based in Tokyo, Japan. Under the leadership of Yoshinobu Noma, company president since 2011, Kodansha continues to play a dominant role in the media world, producing books and magazines in a wide variety of genres including literature, fiction, nonfiction, children's, business, lifestyle, art, manga, fashion, and journalism. Recently, the company has focused on creating and developing a wide range of digital businesses. Company profile can be viewed [here](#).

Kodansha Comics is the manga-publishing imprint of Kodansha USA Publishing (KUP), established in New York in 2008. Kodansha Comics's first works were Katsuhiro Otomo's *Akira* and Shirow Masamune's *The Ghost in the Shell*.

Kodansha Advanced Media is a digital-content distributor and producer established in San Francisco in 2015. More at <http://www.kodanshacomics.com>

ABOUT FUNIMATION ENTERTAINMENT

Funimation is *the* go-to destination for extraordinary anime. By combining its integrated in-house studios along with its technology and distribution partnerships, Funimation leads the industry with its omnichannel approach to offering anime to fans—from streaming and home entertainment, to theatrical distribution and broadcast television. The company's next generation streaming service, FunimationNow, provides subscribers with instant access to their favorite sub and dub shows in ad-free HD on the widest array of devices and platforms—from smartphones and tablets to TVs and gaming consoles. For more information about Funimation, visit funimation.com.



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