

NEWS RELEASE

September 29, 2026

“The Sumo Show HIRAKUZA” Draws More Than 7,000 Attendees at the Edinburgh Festival Fringe, the World’s Largest Arts Festival

- Longlisted for The List Festival Awards 2026 and Highly Acclaimed by UK Media -

Hanshin Contents Link Corporation (Head Office: Fukushima-ku, Osaka; President: Susumu Shimizu), operator of the entertainment brand HIRAKUZA, presented **“The Sumo Show HIRAKUZA” at the Edinburgh Festival Fringe, the world’s largest arts festival, held in Scotland, UK, from August 6 to 31, 2026. The show attracted more than 7,000 attendees across 25 performances.**

At this year’s Edinburgh Festival Fringe, featuring **4,232 shows from 77 countries and 61,277 performances across 306 venues**, “The Sumo Show HIRAKUZA” achieved an **average attendance of more than 70% of capacity**. In its Edinburgh Fringe debut, it was **Longlisted for The List Festival Awards 2026 as one of 70 shows selected**, received four- and five-star reviews from UK media outlets, and was featured in major UK media such as **“BBC Breakfast.”**



■ “The Sumo Show HIRAKUZA” at the Edinburgh Festival Fringe

Performance Period	August 6–31, 2026 *No performance on August 18
Performance Venue	Underbelly George Square (George Square, Edinburgh, EH8 9LH)
Number of Performances	25
Tickets Sold	7,091 *Excluding press and complimentary tickets
Award Recognition	Longlisted for The List Festival Awards 2026
Media Coverage	TV: BBC “BBC Breakfast,” “BBC 2 Unlocked” / Newspaper: The Scotsman

■ Acclaimed by UK Media and Audiences

"The Sumo Show HIRAKUZA" received four- and five-star reviews from UK media. Audience reviews also praised the production for making sumo accessible and engaging for first-time audiences while respecting the sport's traditions and cultural heritage.

Selected Media Reviews

theQR.co.uk ★★★★★

"Delivers an exciting blend of education, physical comedy and genuine live combat that brings a sport that is notoriously inaccessible to global audiences within reach."

The List ★★★★★

"Vibrant, energetic and genuinely informative, HIRAKUZA strikes the perfect balance between respecting the sumo's traditions and making them accessible."

Broadway World ★★★★★

"At this year's Edinburgh Festival Fringe, a show that blends time-honored tradition with entertainment."

Selected Audience Reviews

"It's in my top 5 of all time fringes shows and I come every year."

"One of a kind with humor and respect for the sport, the athletes are fab. One of the best shows this year."

"Phenomenal display of athleticism and showmanship. A genuinely fascinating insight into a totally unique sport delivered in a compelling way."

Following its success at the Adelaide Fringe in Australia earlier this year, "The Sumo Show HIRAKUZA" was also well received at the Edinburgh Festival Fringe, demonstrating the show's appeal to international audiences through its accessible and entertaining presentation of sumo. Building on this experience, HIRAKUZA will continue to share the appeal of sumo and Japanese culture with audiences in Japan and around the world.



Photo Session with Audience



Interactive Sumo Experience



Audience Watching the Show

■ About HIRAKUZA

Under the concept of "Designing New Ways to Enjoy Japanese Culture," the entertainment brand HIRAKUZA aims to create Japanese cultural experiences that anyone can enjoy, transcending language and cultural barriers. Currently, the brand operates two facilities in Japan.

< Operated Facilities >

- THE SUMO HALL HIRAKUZA OSAKA (Opened May 2024 / Namba Parks 8F, Osaka)
- THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO (Opened January 2026 / Prime Ginza Yanagi-dori Building B1F, Tokyo)

< Official Website > <https://hirakuza.net/>



Company Name

HANSHIN CONTENTS LINK CORPORATION

Headquarters

Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan

Capital fund

¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)

Business Description

Content-related businesses, music, advertising media sales, and signage production. The company will draw on expertise gained through its entertainment show operations.