

KANAERU Instagram Posting Campaign

Post an eligible photo, and get an afternoon tea invitation ticket or *oshi-katsu* collab goods featuring the shrine's symbol: the sprouting mark!



#カナエルnihonbashi

#想いも願いも

How to Enter *Limited to individuals who reside in Japan.



Instagram official account

- Follow the official account (@event_nihonbashi).
- Take at least one photo from options A to D.
 - A. Kirin-Go-Round
 - B. KANAERU Menu & Goods
 - C. A photo taken in front of the Fukutoku Shrine torii gate that clearly shows you're doing *oshi-katsu*
 - D. A photo of your completed "kanae-fuda" from the Kasane Oshi Meguri
- Post them with the above two hashtags and the official account tag.

For details, check out our official Instagram and special website.

On our official Instagram, we share information on events and contents, the latest news, and more, so be sure to follow us!

KANAERU NIHONBASHI 2025-26
Special website

www.kanaeru-nihonbashi.jp/en



Organizer: General Incorporated Association Nihonbashi Muromachi Area Management

Special sponsor: Mitsui Fudosan Co., Ltd.

In cooperation with:
OVOL Nihonbashi Building, COREDO Nihonbashi, COREDO Muromachi 1-3 / Terrace / Tower Dining, Nihonbashi Kitazume Shoutengai, Nihombashi Takashimaya S.C., Nihombashi Mitsukoshi Main Store, Nihombashi Restaurant Association, Fukutoku Shrine, Mitsui Garden Hotel Nihonbashi PREMIER, YUITO, YUITO ANNEX

Supported by: Chuo City, Chuo City Tourism Association

Inquiries: General Incorporated Association Nihonbashi Muromachi Area Management

This project is supported by a grant from the Tokyo Metropolitan Government and the Tokyo Convention & Visitors Bureau for the promotion of nighttime tourism.



KANAERU NIHONBASHI EVENT MAP

- Event venue
- Kanae-fuda Kasane Oshi Meguri stamp spot
- Illuminations



Don't miss the illuminations, too!



Fukutoku Shrine

This shrine is said to have been founded as early as the 9th century. During the Edo period, Shogun Tokugawa Ieyasu himself visited it, and it was also one of the few places officially authorized by the shogunate to host lottery events. With its auspicious name "Fukutoku" (meaning "blessings and fortune") and its historical association with winning lotteries, it's recently become an *oshi-katsu* hotspot, with fans flocking there to pray they win tickets to their *oshi*'s events.

ILLUMINATION

Nihonbashi Illumination 2025 – Joyful Hearts NIHONBASHI –

📍 Nihonbashi Muromachi Area

Period Nov 20, 2025 (Thu) – Feb 15, 2026 (Sun)

Illumination hours 5:00 pm – 0:00 am

Organizer: Nihonbashi Muromachi Area Management

Nihombashi Galleria Illuminations

📍 Nihombashi Galleria

Period Nov 12, 2025 (Wed) – Feb 14, 2026 (Sat)

Illumination hours 4:00 pm – 11:00 pm

Organizer: Nihombashi Takashimaya S.C.

In cooperation with: Nihombashi Galleria Area Management

TOKYO ILLUMILIA

📍 Yaesu Naka-dori St. & Sakura-dori St.

Period Nov 6, 2025 (Thu) – Feb 14, 2026 (Sat)

Illumination hours 4:30 pm – 11:30 pm

Organizer: Nihonbashi Rokunobu Neighborhood Association Federation, Nihonbashi 2-Chome Toori Neighborhood and Shop Association, Nihonbashi 3-Chome Nishi Neighborhood and Shop Association Federation, Yaesu 1-Chome Naka Shop Association, Yaesu 1-Chome Shop Association

EVENT SCHEDULE	2025																															2026																																																													
	November							December							January							February																																																																							
●	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15						
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KANAERU NIHONBASHI

— TO LOVE, TO DREAM, TO WISH

25-26 2025 11/21 FRI. — 2026 2/15 SUN.

EVENT GUIDE

This winter, Nihonbashi will become a stage for hopes and wishes

KANAERU NIHONBASHI

For your *oshi* passion, for your dreams, or for a special someone's happiness. How about a heartfelt stroll where every step is a wish for blessings, happiness, and good fortune? Enjoy a special time in wintry Nihonbashi, summoning up Lady Luck to smile on you.

Note: What is "oshi"?

The word "oshi" comes from the Japanese word meaning "to recommend." It means someone (like a pop idol, actor, anime character, athlete, or historical figure) or even something (like a building or region) you're a huge fan of and would proudly recommend to others. Doing things to support your favorite is called "oshi-katsu."

MENU & GOODS

Invite happiness! Enjoy *oshi-katsu!*

KANAERU Menu & Goods



Nov 21, 2025 (Fri) – Feb 15, 2026 (Sun) Note: Except on Jan 1 (Thu, national holiday)

📍 Participating stores within the Nihonbashi area

- Full period: Nov 21 (Fri) – Feb 15 (Sun)
- First period: Nov 21 (Fri) – Dec 31 (Wed)
- Second period: Jan 2 (Fri) – Feb 15 (Sun)

At participating stores in the area, you'll find auspicious menu items, goods, and services themed around good fortune, blessings, and wishes coming true, plus special color variations perfect for *oshi-katsu*, and more. For a limited time only, so don't miss out!

See here for the participating stores and other details



Order or buy KANAERU Menu & Goods items, and get a special free gift!

Kanae-bukuro

– Seal a wish inside to make it come true –

One original KANAERU NIHONBASHI ticket holder will be given away per menu item. While stocks last.



Write your wish on a "kanae-fuda," then keep it inside a "kanae-bukuro" to boost your luck even more!

NIGHT MARKET

Tons of *oshi-katsu* items lining the street to Fukutoku Shrine!

See here for details



KANAERU Oshi-Katsu Night Market

Nov 21 (Fri), Dec 20 (Sat), Dec 21 (Sun), 2025
Jan 24 (Sat), Feb 3 (Tue), 2026

📍 Naka-dori St.

Note: Edo Sakura-dori Underground Walkway if it's raining

[Event hours]

1:00 pm – 9:00 pm

Note: On Dec 21 (Sun) only, 1:00 pm – 6:00 pm



On "lucky days" during the event period, Naka-dori St.—the approach to Fukutoku Shrine—will transform into a special market bursting with *oshi-katsu* items! The street will be crammed with pouches, cases, plushie outfits, acrylic stand bases, and more.

At the "KANAERU Oshi-Katsu Night Market" ema (wish plaque) handout booth, followers of the official X account (@kanaeru2025_26) who repost will get a "kanae-ema."



Write your wish on an ema, then hang it on the special "ema stand" at Fukutoku Shrine!

ILLUMINATION / PHOTO SPOT

Conjure up happiness with radiant kirin

Kirin-Go-Round



Nov 21, 2025 (Fri) – Feb 15, 2026 (Sun)

📍 COREDO Muromachi Terrace, OYANE TERRACE

[Illumination hours] 5:00 pm – 11:00 pm

Note: There'll be a special 90-second illumination show every 30 minutes. Note: It doesn't rotate.

A merry-go-round monument inspired by the "kirin"—legendary creatures who are the symbol of Nihonbashi—will appear at COREDO Muromachi Terrace Oyane Hiroba. Kirin are said to herald good fortune. So, how about touching and sitting on one to conjure up some happiness for yourself, too? After 5:00 pm, a special illumination show will also be put on every 30 minutes. If you're lucky, maybe you'll spot your *oshi's* colors as well!

Symbol of Nihonbashi: The Kirin Statue

Nihonbashi has been the starting point of the Gokaido Edo Five Routes and the center of Edo-Tokyo since ancient times. Standing in the middle of its iconic bridge is the Kirin Statue. Kirin are legendary creatures who are said to appear before joyful events. Unlike typical kirin, Nihonbashi's have wings, representing the hope that "dreams and aspirations will take flight from this place."



STAMP RALLY

Pray for a ticket win! A stamp rally where more stamps means your wish gets closer?!

Kanae-fuda Kasane Oshi Meguri

See here for details



Nov 21, 2025 (Fri) – Feb 15, 2026 (Sun)

Stamp spots

📍 OVOL Nihonbashi Building, YUITO, COREDO Muromachi 1, Nihombashi Takashimaya S.C., Nihombashi Mitsukoshi Main Store

Get your kanae-fuda (at a stamp spot)



Collect lots of layers of stamps



Write your wish on your kanae-fuda
To get a free kanae-bukuro to keep it safe in, order an item from the "KANAERU Menu & Goods" item

Once your wish has come true, head back to Nihonbashi to offer thanks and your fuda.



Your "kanae-fuda" isn't just for praying for ticket or lottery luck. You can also entrust it with any other kind of wish or hope you want to come true. Visit five locations around Nihonbashi, and complete your fuda by building up layers of stamps like multicolor-printing. Besides "stacking up good deeds," catch Lady Luck's eye with a "stack up stamps" stamp rally, too!

WORKSHOP

Make your own one-of-a-kind original!

See here for details



KANAERU Oshi-Katsu Workshop

Nov 22 (Sat), Dec 13 (Sat), 2025
Jan 17 (Sat), Feb 14 (Sat), 2026

📍 Edo Sakura-dori Underground Walkway

[Event hours]

1:00 pm – 8:00 pm

[Participation fee]

From 500 yen

A workshop where even first-timers can easily make things like acrylic blocks and stands. Acrylic stands (aka "akusuta") are symbolic items of *oshi-katsu*, and besides your *oshi*, they can also feature your treasured pet, phrase, or anything else.

