



February 6, 2024  
Bureau of Transportation  
Tokyo Metropolitan Government

## Toei Bus 100th Anniversary Sento Stamp Rally

### Visit Tokyo's public baths by Toei bus and win exclusive goods produced in collaboration with BEAMS JAPAN!

To commemorate the 100th anniversary of the founding of Tokyo's Toei Bus line, a special stamp rally will be held from February 6 until March 22, visiting the public baths of Tokyo.

Participants who visit 12 of the approximately 440 public baths in Tokyo can receive, as a present, an original pair of socks designed by BEAMS JAPAN featuring the artwork of popular illustrator Shuhei Tabuchi. Those who present their Toei one-day bus pass or bus and rail pass at special participating public baths can also receive an original sticker. There will also be limited-edition one-day tickets and collaboration goods available for sale.

During this stamp rally period, a special "Sento no Susume-go" bus featuring a unique wrapping design with the Toei Bus mascot Minkuru will be driving around Tokyo. The interior will also be decorated to match the promotion.

This winter, come ride a Toei Bus and warm up in a nice public bath!

Toei Bus was founded on January 18, 1924 in response to the Great Kanto Earthquake. At the same time, many public baths were also being built to provide services to local residents recovering from the earthquake, often featuring the luxurious and robust 'miyazukuri' architectural style, similar to shrines, which became symbolic of public baths of this time.

Toei is joined in this Sento no Susume ("Public Bath Recommendation") project by Beams Co., Ltd (Headquarters: Shibuya-ku, Tokyo, President and CEO: Yo Shitara), and Cow Brand Soap Kyoshinsha Co., Ltd. (Headquarters: Joto-ku, Osaka, President and CEO: Teiji Miyazaki), sharing the enjoyment of local public baths and developing a variety of content.



## ■ 2024 Toei Bus Sento Stamp Rally details

### 1 Sento Stamp Rally

#### Dates:

From Tuesday, February 6,  
2024 to Friday, March 22, 2024

#### Locations:

441 public baths that are  
members of the Tokyo Public Bath Business Life  
Hygiene Trade Association



An original event illustration on the wall at  
Kotobuki-yu Public Bath in Higashi Ueno

#### How to Participate:

Visit 12 different public baths and receive a stamp at each location on your rally card, which is available at Toei Subway stations or inside Toei buses.

The stamp rally card may also be downloaded from the BEAMS JAPAN website:

<https://www.beams.co.jp/special/teamjapan/sentou2024/>

#### Prizes:

The first 4,000 participants who collect stamps from 12 different locations can present their card at a designated prize location (a sento marked as 55 on the card) and receive original socks produced by BEAMS JAPAN.

#### Double Prize Chance:

Participants who present a Toei Bus One-Day Pass or Toei Transportation One-Day Pass (Toei Marugoto Ticket)\* at a designated prize location sento can receive an original limited edition sticker produced by BEAMS JAPAN.

\*Tickets must be valid during the promotion period (Feb 6, 2024 – March 22, 2024)

\*Not applicable to IC 1-day passes



Original Socks



Original Sticker

## 2 Special Bus Wrapping (“Sento no Susume-go”)

During the campaign, one specially wrapped “Sento no Susume-go” bus will be put into operation. This bus will feature a campaign design body wrapping and interior decorations produced by BEAMS JAPAN. A flag of Toei’s Minkuru mascot holding a washtub and soap will also be displayed on the front of the vehicle.

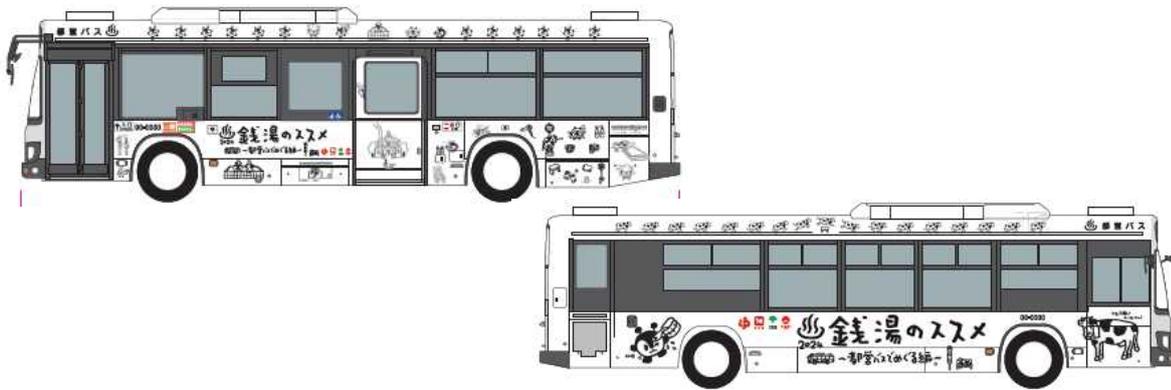
**Operation dates:** from Tuesday, February 6, 2024, to Thursday, March 21, 2024

**Route:** T01 (都 01) route (Shibuya Sta. – Roppongi Sta. – Shimbashi Sta.)

\* For further information, please visit the Toei Bus Operation Information Service:

[<https://tobus.jp/blsys/navi?LCD=e>]

The wrapped bus can be found by searching “Sento no Susume-go” in the vehicle search bar.



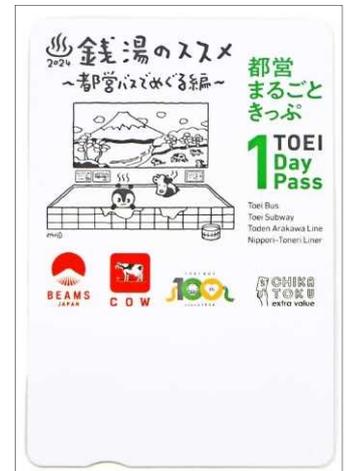
## 3 Sale of Limited Edition Design One-Day Passes

20,000 Toei Transportation One-Day Passes (“Toei Marugoto Ticket”)

featuring an original design will be on sale exclusively during this campaign.

**Ticket Sales Locations:** Ticket vending machines at Toei subway stations (excluding Oshiage Sta., Shirokane-takanawa Sta., Shirokanedai Sta., Meguro Sta., and Shinjuku Sta. on the Toei Shinjuku Line)

**Price:** 700 JPY adult fare, 350 JPY elementary school child fare

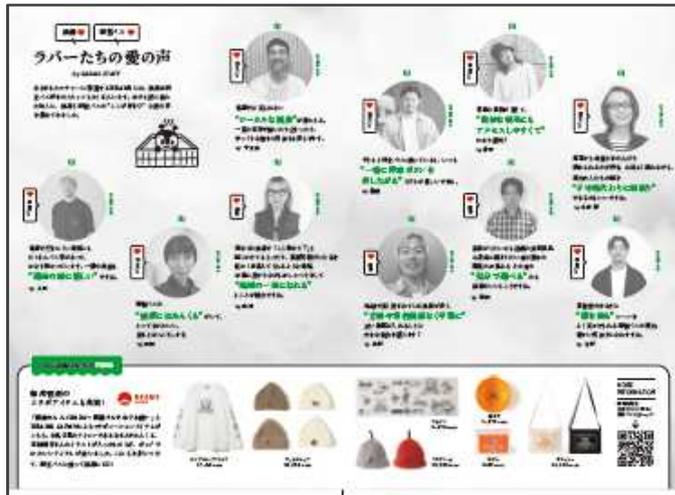


Sample ticket

## 4 Collaborative Leaflet Distribution

BEAMS JAPAN staff have produced a collaborative leaflet recommending routes for taking Toei buses to enjoy public baths, restaurants, and other spots. Limited quantities will be distributed at the following locations:

**Distribution Locations:** Inside Toei buses, inside Toei Subway stations (Excluding Oshiage, Shirokane-Takanawa, Shirokanedai, Meguro, and Shinjuku Station on the Shinjuku Line), BEAMS JAPAN (Shinjuku), BEAMS JAPAN Shibuya, BEAMS Roppongi Hills.



### 5 Sale of “Sento no Susume” Goods Produced by BEAMS JAPAN

Additionally, in a collaboration with “Sento no Susume” and the Toei Bus mascot character “Minkuru”, specially designed goods will be produced and sold by BEAMS JAPAN. Selected stores will also feature specially decorated interiors and photo spots. Please visit the following website for details on the products and sales locations: <https://www.beams.co.jp/special/teamjapan/sentou2024/>



Washtub



Minkuru design knit cap