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Hello Kitty Is A Pop Culture Icon

For millions of people all over the world, Hello Kitty has been the face of childhood accessories: backpacks, notebooks, glasses, mugs, and more. Recently, Hello Kitty themed cafes have sprung up all around the world and it is even possible to travel on planes with her logo! As if this was not enough, she is getting a new product line at the United Nations Bookshop to celebrate her commitment to the Sustainable Development Goals.

Although many of us just regard her as a cute character we used to play with, Hello Kitty is in fact an ambassador. In 1983, UNICEF (United Nations Children's Fund) appointed her the role as children's ambassador to the United States for the first time. Years later, in 1994, UNICEF re-appointed her as a children's ambassador in her native Japan. In 2008, Hello Kitty became Japan's official tourism ambassador to China in an attempt to increase tourism in Japan.

Hello Kitty has cafes all over the world. Each cafe has a different theme and they are popping up all over the world. Some of them are in Australia and in the Republic of Korea. In addition to that, Keio Plaza Hotel, in Tokyo, has Hello Kitty-themed rooms and there is even a huge Hello Kitty theme park in Singapore!

Hello Kitty is not a cat. This announcement came after the curator of a Hello Kitty exhibition said she received mail from Sanrio correcting her script for the exhibition telling her that. "Hello Kitty is not a cat. She is a little girl and a friend. She stands on two feet, walks and sits just like humans. The Sanrio website writes that Kitty is "a bright little girl with a heart of gold."

Hello Kitty's full name is Kitty White, and she was created in 1974. She is the second most valuable media franchise in the world, worth 84.5 billion dollars. Originally she was known as 'the white cat with no name'. Her character was born in the London suburbs on November 1st. She is five apples tall, weighs three apples and she has a twin sister Mimmy.

The first Hello Kitty product was featured in a plastic coin purse in 1975. Hello Kitty has worked with many celebrities and brands, even rock bands. The current Hello Kitty designer is Yuko Yamaguchi. She is the third person in history to draw Hello Kitty and her age is a mystery.

Reading Comprehension

Answer the following questions about the text:

Mark TRUE or FALSE next to each statement:

1. There are Hello Kitty cafes in many countries. **TRUE**
2. Hello Kitty was appointed twice as a children's ambassador. **TRUE**
3. UNICEF is a Japanese organization. **FALSE**
4. The curator of a Hello Kitty exhibition made a mistake. **TRUE**
5. According to the Sanrio website, Hello Kitty is made of gold. **FALSE**
6. Mimmy is Kitty's older sister. **FALSE**
7. Hello Kitty was drawn by multiple designers. **FALSE**

8. We don't know the exact age of Yuko Yamaguchi. **TRUE**

Vocabulary

1. A curator works in a _____.

a. **museum**

b. hotel

2. An ambassador _____ a country or an organization.

a. creates

b. **represents**

3. Something _____ is worth a lot of money.

a. new

b. **valuable**

4. a _____ is a part of a city.

a. **suburb**

b. website

5. A backpack is a type of _____.

a. **bag**

b. mug

6. The verb "to appoint" is used when we talk about _____.

a. **work**

b. games

Grammar

1. Fill in the missing verbs to create sentences in the PRESENT PERFECT tense:

a. Hello Kitty _____ (to get) a new product line.

b. We _____ (not/to collect) many Hello Kitty accessories.

c. They _____ (to play) with dolls for many years.

d. Hello Kitty _____ (to be) UNICEF's ambassador since 1983.

e. Hello Kitty _____ (to become) Japan's official tourism ambassador to China.

f. The government _____ (to build) a huge Hello Kitty theme park in Singapore.

g. The company _____ (not/to announce) that Hello Kitty is a cat.

h. The Sanrio website _____ (to write) that Kitty is "a bright little girl with a heart of gold."

Answers:

a. has gotten

b. haven't collected

c. have played

d. has been

e. has become

f. has built

g. hasn't announced

.

h. has written

2. Rewrite the following sentences in the PASSIVE VOICE:

a. The company created a new product line.

b. Many of us regard Hello Kitty as a cute character.

c. UNICEF appointed Hello Kitty to be its ambassador.

d. In 1994, UNICEF re-appointed Hello Kitty as a children's ambassador.

e. Japan welcomes many tourists every year.

f. Hello Kitty owns many cafes around the world.

g. They are building a huge Hello Kitty theme park in Singapore.

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h. Sanrio published an important announcement.

i. The company informed the curator.

j. The website describes Hello Kitty as "a bright little girl with a heart of gold."

Answers:

a. A new product line was created by the company.

b. Hello Kitty has been regarded as a cute character by many of us.

c. Hello Kitty was appointed by UNICEF to be its ambassador.

d. In 1994, Hello Kitty was re-appointed as a children's ambassador by UNICEF.

e. Many tourists are welcomed in Japan every year.

f. Many cafes around the world are owned by Hello Kitty.

g. A huge Hello Kitty theme park is being built in Singapore.

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h. An important announcement was published by Sanrio.

i. The curator was informed by the company.

j. Hello Kitty is described by the website as "a bright little girl with a heart of gold."