



Overview

Product Overview:

In 2021, The Pokémon Company International will invite fans to celebrate 25 years of Pokémon by reliving their journeys through each of the regions in the Pokémon world in a yearlong program, beginning with the most recently discovered Galar region from the *Pokémon Sword* and *Pokémon Shield* video games and ending with the classic Kanto region from the original *Pokémon Red* and *Pokémon Blue* titles.

In the same spirit, The Pokémon Company International will release the First Partner Collector's Binder and First Partner Packs for the globally popular Pokémon Trading Card Game (TCG). Throughout 2021, fans will be able to collect and trade First Partner Packs, which include oversize cards featuring the first partner Pokémon of the various regions in the Pokémon world, and store them in the First Partner Collector's Binder.

Release Dates:

Feb. 26, 2021	Pokémon TCG: First Partner Collector's Binder
March 5, 2021	Pokémon TCG: First Partner Pack (Galar)
April 2, 2021	Pokémon TCG: First Partner Pack (Alola)
May 7, 2021	Pokémon TCG: First Partner Pack (Kalos)
June 4, 2021	Pokémon TCG: First Partner Pack (Unova)
July 9, 2021	Pokémon TCG: First Partner Pack (Sinnoh)
Aug. 6, 2021	Pokémon TCG: First Partner Pack (Hoenn)
Sept. 3, 2021	Pokémon TCG: First Partner Pack (Johto)
Oct. 8, 2021	Pokémon TCG: First Partner Pack (Kanto)

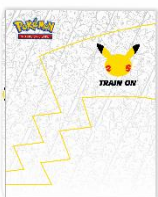
Retail Availability:

All products will be available at participating retailers and hobby shops around the world, as well as Pokémon Center in the US (PokemonCenter.com) and Canada (PokemonCenter.ca).

Assets:

Assets for the First Partner Collector's Binder and First Partner Packs can be downloaded [here](#).

Product Details



Pokémon TCG: First Partner Collector's Binder

Product Contents: One oversize binder and one oversize promo card featuring Pikachu

Release Date: Feb. 26, 2021

Price: \$9.99 USD



Pokémon TCG: First Partner Pack (Galar)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Galar region—Grookey, Scorbunny, and Sobble—plus two regular Pokémon TCG boosters

Release Date: March 5, 2021

Price: \$9.99 USD



Pokémon TCG: First Partner Pack (Alola)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Alola region—Rowlet, Litten, and Popplio—plus two regular Pokémon TCG boosters

Release Date: April 2, 2021

Price: \$9.99 USD

Pokémon TCG: First Partner Pack (Kalos)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Kalos region—Chespin, Fennekin, and Froakie—plus two regular Pokémon TCG boosters

Release Date: May 7, 2021

Price: \$9.99 USD

Pokémon TCG: First Partner Pack (Unova)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Unova region—Snivy, Tepig, and Oshawott—plus two regular Pokémon TCG boosters

Release Date: June 4, 2021

Price: \$9.99 USD

Pokémon TCG: First Partner Pack (Sinnoh)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Sinnoh region—Turtwig, Chimchar, and Piplup—plus two regular Pokémon TCG boosters

Release Date: July 9, 2021

Price: \$9.99 USD

Pokémon TCG: First Partner Pack (Hoenn)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Hoenn region—Treecko, Torchic, and Mudkip—plus two regular Pokémon TCG boosters

Release Date: Aug. 6, 2021

Price: \$9.99 USD

Pokémon TCG: First Partner Pack (Johto)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Johto region—Chikorita, Cyndaquil, and Totodile—plus two regular Pokémon TCG boosters

Release Date: Sept. 3, 2021

Price: \$9.99 USD

Pokémon TCG: First Partner Pack (Kanto)

Product Contents: Three oversize promo cards featuring the first partner Pokémon of the Kanto region—Bulbasaur, Charmander, and Squirtle—plus two regular Pokémon TCG boosters

Release Date: Oct. 8, 2021

Price: \$9.99 USD

About Pokémon

The Pokémon Company International, a subsidiary of The Pokémon Company in Japan, manages the property outside of Asia and is responsible for brand management, licensing and marketing, the Pokémon Trading Card Game, the animated TV series, home entertainment, and the official Pokémon website. Pokémon was launched in Japan in 1996 and today is one of the most popular children’s entertainment properties in the world. For more information, visit www.pokemon.com.