



## USA Pavilion Mascot Character “Spark’s” Profile is Revealed Popular Theme Song “Together” is Released


July 30, 2025 (Osaka) - The USA Pavilion at the Expo 2025 Osaka, Kansai has shared the mascot character Spark’s official profile. Spark, the USA Pavilion’s official mascot, symbolizes the “spark of imagination and creativity” and Spark’s unique character design is inspired by American motifs and colors, combined with a playful sense of boundless possibility. Spark guides visitors to embrace the spirit of curiosity and imagination. Spark’s official profile reveals for the first time details of her skills, qualifications, and background. In addition, following popular demand, the USA Pavilion has also released the Pavilion exhibit’s official theme song, “Together,” which is now available for streaming and download.

### A Message from Spark

“Hello everyone! I’m a spark born on the 4th of July with stars in my eyes and fireworks in my heart. I’m only 249 years old, but I don’t count my years purely in terms of imagination and singing, right? Born from American symbols and motifs with a playful twist of endless possibilities, I represent the spark of creativity within each of you! Dressed in red, white, and excitement, along with a good dose of cuteness, I’m here to be my best self as an American icon. Let’s explore, imagine, and create something new together!”

### Theme song “Together”

The USA Pavilion theme song “Together” is now available on [Spotify](#), [YouTube Music](#), [Amazon Music](#), [Apple Music](#), and other major music platforms.



## SPARK

USA Pavilion Mascot  
Ambassador of Imagination  
Professional Firecracker

Osaka, Japan 📍

### About Me

Hi y’all!  
I’m Spark – born on the 4th of July with stars in my eyes and fireworks in my heart. I’m 249 years young, but who’s counting when you’re made from pure imagination and song? I represent the spark of creativity that lives inside everyone – inspired by American symbols and motifs combined with a playful sense of boundless possibility!  
Dressed in a wardrobe that screams red, white, and woohoo, I mix American icons with a twist of kawaii.  
Let’s explore, imagine, and create together!

### Personality

Extrovert	Introvert
Logical	Emotional
Judging	Perceiving

### Core Skills

Patriotic Posing	★★★★★
Imagination Ignition	★★★★★
Public Engagement	★★★★★
Multilingual	★★★★★
Being Incognito	★★★★★
Chopstick Skills	★★★★★

### Goals

- Ignite curiosity and creativity in everyone she meets
- Celebrate cross-cultural friendship
- Encourage bold, joyful self-expression
- Leave everyone with at least one sparkle of hope, happiness, or glitter

### Certifications

- Fireworks Safety
- Pin Design
- Mascot CPR (Cheer, Pose, Radiate)
- UI Design Certificate

### Professional Experience

**Mascot Extraordinaire**  
**USA Pavilion – Present**

- Leads daily operations in high-energy happiness delivery
- Inspiring Expo visitors to dream big, think wild, and wear more sparkles
- Collaborates with performers, volunteers, and visiting mascots to maintain Pavilion Vibes™ at optimum levels

### Founding Spirit of Imagination

**USA – 1776 to Infinity**

- Lit the original spark of the American Dream
- Once told Ben Franklin to fly that kite
- Helped Elvis with hair advice (unconfirmed)



**USA**  
**PAVILION**  
EXPO 2025 OSAKA

## Spark's Official Profile

ENG	JPN
<b>SPARK</b>	<b>スパーク</b>
<b>USA Pavilion Mascot</b>	<b>アメリカ館マスコット</b>
Ambassador of Imagination	イマジネーション大使
Professional Firecracker	プロの花火使い
Osaka, Japan	大阪（日本）
<b>About Me</b>	<b>ごあいさつ</b>
Hi y'all! I'm Spark – born on the 4th of July with stars in my eyes and fireworks in my heart. I'm 249 years young, but who's counting when you're made from pure imagination and song? I represent the spark of creativity that lives inside everyone — inspired by American symbols and motifs combined with a playful sense of boundless possibility! Dressed in a wardrobe that screams red, white, and woohoo, I mix American icons with a twist of kawaii. Let's explore, imagine, and create together!	皆さん、はじめまして！ 瞳に星を、心に花火を持って7月4日に生まれたスパークです。 まだ249歳の若さですが、ビュアなイマジネーションと歌でできた私の歳なんて、いちいち数えなくていいですね？アメリカのシンボルやモチーフに無限の可能性という遊び心を加えて生まれた私は、皆さんひとりひとりの中にある創造性のひらめき（スパーク）を象徴しています！ 赤と白とウキウキに身を包んで、アメリカのアイコンにカワイイ要素を取り入れてみました。 さあ、一緒に探求して、想像して、新しいものを生み出しましょう！
<b>Personality</b>	<b>性格</b>
Extrovert	外向型
Introvert	内向型
Logical	論理型
Emotional	感情型
Judging	判断型
Perceiving	知覚型
<b>Core Skills</b>	<b>主なスキル</b>
Patriotic Posing	愛国心のポーズ
Imagination Ignition	イマジネーションの喚起
Public Engagement	広報支援
Multilingual	多言語
Being Incognito	お忍び術
Chopstick Skills	箸使い
<b>Goals</b>	<b>目標</b>
Ignite curiosity and creativity in everyone she meets	出会った人すべての好奇心や創造性をかき立てる
Celebrate cross-cultural friendship	文化を超えた友好を世界に伝える
Encourage bold, joyful self-expression	楽しく心から自己表現することを応援する
Leave everyone with at least one sparkle of hope, happiness, or glitter	人々に少しでも希望や幸せやキラキラを持って帰ってもらう
<b>Certifications</b>	<b>資格</b>
Fireworks Safety	安全な花火の取り扱い
Pin Design	ピンデザイン
Mascot CPR (Cheer, Pose, Radiate)	マスコット3原則（元気づける、ポーズをとる、輝く）
UI Design	ユーザーインターフェースのデザイン
<b>Professional Experience</b>	<b>職歴</b>
<b>Mascot Extraordinaire</b>	<b>卓越したマスコット</b>
<b>USA Pavilion – Present</b>	<b>アメリカ館 ～現在</b>
Leads daily operations in high-energy happiness delivery	みなぎる元気とハッピーオーラで日々の運営をリード
Inspires Expo visitors to dream big, think wild, and wear more sparkles	万博来場者に大きな夢や大胆な思考やよりキラキラしたものの着用を促す
Collaborates with performers, volunteers, and visiting mascots to maintain Pavilion Vibes™ at optimum levels	パフォーマーやボランティアや他のマスコットたちとコラボレーションして、パビリオン感™を最適なレベルに保つ
<b>Founding Spirit of Imagination</b>	<b>イマジネーション建国の精神</b>
<b>USA – 1776 to Infinity</b>	<b>アメリカ合衆国 1776年～永久</b>
Lit the original spark of the American Dream	元祖アメリカンドリームに輝きを灯す
Once told Ben Franklin to fly that kite	ベンジャミン・フランクリンにかの有名な風を飛ばす指示を出したことあり
Helped Elvis with hair advice (unconfirmed)	エルヴィスのヘアスタイルにアドバイス（未確認情報）

Official photographs are available here: [https://www.flickr.com/photos/expo\\_usapavilion/](https://www.flickr.com/photos/expo_usapavilion/)

Press kit is available here: <https://usapavilion.us/media/>

For further information and official imagery, please contact the USA Pavilion Media Team:

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