

HEDGEHOLOGY:

THE HISTORY OF *SONIC THE HEDGEHOG*

Celebrating his sixteenth anniversary in 2007 with over 44 million copies sold worldwide, *Sonic The Hedgehog* is a videogame industry icon. SEGA®'s much-loved blue hedgehog has starred in over 30 games and shows no signs of slowing down. Sonic, who was born June 23, 1991 as the fastest, most technologically advanced character for the SEGA Genesis console, continues to innovate as he blasts onto the Wii in *Mario & Sonic at the Olympic Games Beijing 2008*.

In addition to his video game fame, the “blue dude with the ‘tude” has starred in two animated TV series, comic books, and an animated movie—he’s even had his own theme park and was the first and only game character ever featured in the Macy’s Thanksgiving Day parade. But it’s his videogames that matter most to his legions of fans. Sonic has appeared on virtually every well-known game platform, a distinction that earned him his star on the ‘Walk of Game’ landmark honoring pioneering gaming icons.

SUPER SONIC MILESTONES

- *Sonic The Hedgehog* is one of the most popular videogame icons of all time with over 44 million games sold worldwide.
- An estimated 50 million people have played at least one Sonic game.
- Gamers have collected over 66 billion rings while playing Sonic.
- *Sonic* was the first videogame included in the National Film and Television Archive of the UK, where historic films and TV programs are preserved.
- An average of 8,000 Sonic games are sold worldwide every day.
- Gamers have spent over 500 million hours playing Sonic games.

KEY DATES

2007: In the fall, Mario and Sonic make video game history by joining forces in *Mario & Sonic at the Olympic Games Beijing 2008*. Sonic makes his debut on the Wii system with *Sonic and the Secret Rings* shipping in February.

2006: With games shipping or in development on seven different platform, 2006 marks Sonic’s busiest and most diverse gaming year to date.

2005: On November 15, *Shadow the Hedgehog* marks Shadow’s first appearance in a standalone game, shipping on NGC, PS2, and Xbox. On the same day, Sonic debuts on Nintendo DS with the well-received *Sonic Rush*.

2004: In January, *Sonic Heroes* is released on GameCube, PlayStation 2, and Xbox, marking Sonic’s largest multi-platform launch to date.

2003: In February, the new animated series *Sonic X* is announced.

2002: *Sonic Adventure 2: Battle* is released for GameCube on February 3, marking Sonic's debut on the platform. Sonic Team's Yuji Naka receives a Lifetime Achievement Award at the Game Developers Choice Awards in the US, an award presented to individuals who have made innovative and significant achievements in the videogame industry.

2001: On June 18, *Sonic Adventure 2* ships in the US for Dreamcast. In June, a series of tenth birthday celebrations for Sonic are held across Japan. In December, CoroCoro Comics announces that the artist of the *Sonic The Hedgehog* comic will be well-known artist Santa Harukaze. The comic first appears in December.

2000: The Sonic fashion project makes its way to Paris, France as Sonic apparel is displayed at the Concept Store/Jean Charles de Castelbajac.

1999: *Sonic Adventure* ships August 31 in the US, eventually becoming the best-selling SEGA Dreamcast game of all time with over six million copies sold worldwide. Sonic's second cartoon series launches in the US. In October, Sonic's first clothing line is released in Japan.

1998: In December, *Sonic Adventure* is released in Japan on Dreamcast while US fans eagerly await its arrival stateside.

1997: *Sonic R* and *Sonic Jam* ship in Japan for SEGA Saturn.

1996: In a videogame first, Sonic is included in the National Film and Television Archive of the UK, where historic films and TV programs are preserved. Marking Sonic's first full 3D adventure, *Sonic 3D Blast* is released on Saturn.

1994: *Sonic The Hedgehog 3* blasts on Genesis February 2nd. In October, *Sonic and Knuckles* ships in the US. The two games could be combined by locking *Sonic and Knuckles* into the *Sonic 3* cartridge, allowing the complete adventure to be played. In October, Sonic appears in a nationwide MTV 'Rock the Rock' special shot on Alcatraz. Twenty-five finalists from over 100,000 entrants compete in *Sonic 3* for the title of "The World's Most Hard-Core Gamer."

1993: Sonic sponsors the F1 Williams team in April, and in the same month scientists discover a new gene with spikes similar to Sonic's. They dub the new gene 'Sonic The Hedgehog gene'. In June, the *Adventures of Sonic The Hedgehog* cartoon begins airing in nationwide in the US. In September, *Sonic The Hedgehog* appears in US arcades, and in November, Sonic stars in the Macy's Thanksgiving Parade with a 65-foot long balloon.

1992: In November, *Sonic The Hedgehog 2* is released for Genesis and Game Gear in the US on 'Sonic 2s Day'. Miles 'Tails' Prower is introduced for the first time. The game sells over 400,000 copies in five days.

1991: *Sonic The Hedgehog* for Genesis ships in the US on June 23. Sonic ships in Japan in July. On December 28, *Sonic The Hedgehog* for Game Gear is released in Japan, marking Sonic's debut on handheld platforms.

1990: Development of 'action game for the new age' commences in April. In November, *Sonic The Hedgehog* is officially announced.

KEY CHARACTERS

Sonic The Hedgehog: Capable of traveling at super sonic speeds, Sonic is known for his speed, confident attitude, and readiness for any and all types of adventure. A true hero, he calls upon all his skills to save the world from Dr. Eggman. Sonic has a big heart and is always ready to help those in need. Sonic's original name was "Mr. Needlemouse."

Miles 'Tails' Prower: Sonic's best friend is a fox with two tails (similar to the mythological Japanese creature *kitsune*). Tails can fly for short distances by spinning his tails like helicopter rotors, and he also maintains Sonic's plane the *Tornado* with his expert mechanical skills. Tails is eight years old, a little less than three feet tall, and weighs 44 pounds.

Knuckles the Echidna: Sonic's friend as well as rival is the last living echidna. Knuckles lives on Angel Island, where he guards the Master Emerald. Although he can't fly like Tails, Knuckles can glide for short periods, and he is strong with spiked fists that he can use to break through barriers and climb walls. Knuckles is not as friendly as Tails, being a bit of stubborn and short-tempered.

Dr. Eggman/aka Dr. Robotnik: Also known as Dr. Robotnik, the roly-poly Dr. Eggman is Sonic's arch nemesis. His goal is to use his robots to conquer the world and establish the Eggman Empire. However, Sonic and his pals have managed to foil his plans every time so far, leaving the orange-mustachioed genius frustrated.

Amy Rose: A pink hedgehog who's a skilled fighter capable of smashing enemies with her Piko Piko hammer, Amy regards herself as Sonic's girlfriend. She has been in love with Sonic since he saved her in Sonic CD.

Shadow the Hedgehog: Shadow is a mysterious, black hedgehog resembling Sonic in appearance and skills. He was created by Gerald Robotnik on the Space Colony ARK over fifty years ago. He can use Chaos Control to distort time and space.

Rouge the Bat: Rouge is a treasure hunter and a spy for G.U.N. She is full of feminine charm and can be very manipulative. She is Knuckles' rival, but secretly has a crush on him. Rouge wants all the jewels in the world, especially the elusive Master Emerald.

Metal Sonic: A robotic version of Sonic built by Eggman to counteract the speedy hero, Metal Sonic is as fast as Sonic and Shadow and has several unique features, such as the ability to copy data. In Sonic Heroes, Metal Sonic betrays Eggman to conquer the world for himself, but he is stopped by Super Sonic.

Cream the Rabbit: Cream is a naive young rabbit who lives with her mother, Vanilla. Cream's best friend is a Chao called Cheese. Because Cream has been brought up like a princess, she does not like being involved in other people's affairs. She can fly using her large ears.