

If My Little Pony can have a large, devoted male following, then why shouldn't Hello Kitty? It may be because, even after 40 years, many people still considering the adorable little merchandising juggernaut too feminine. However, Anime News Network reports Sanrio is hoping to change that with the Hello Kitty Men Project. Launched Wednesday with [...]

**Read more:** <http://robot6.comicbookresources.com/2014/09/sanrio-wants-men-to-know-its-ok-to-like-hello-kitty/>