



東京2020ゴールド街づくりパートナー

# BE THE CHANGE

さあ、街から世界を変えよう。

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For immediate release

Mitsui Fudosan Co., Ltd.  
Mitsui Fudosan Residential Co., Ltd.

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Tokyo 2020 Gold Partner (Real Estate Development) partner.  
Mitsui Fudosan Residential Co., Ltd. is a Mitsui Fudosan Group Company

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## Creating Neighborhoods While Utilizing the "Power of Sports" Eighth and Ninth Mitsui Fudosan Sports Academy for Tokyo 2020 The Olympic and Paralympic Games Tokyo 2020 Movement Hosting Decided for Wheelchair Rugby Academy and Nutrition Seminar Presented by Meiji Holdings Co., Ltd. (Eighth Academy) and Gymnastics Academy (Ninth Academy)

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Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold the Mitsui Fudosan Sports Academy for Tokyo 2020 on July 5 and July 8, 2017. On July 5, the Wheelchair Academy, the eighth academy, will be held at Chuo Municipal Joto Elementary School, while on July 8, the Gymnastics Academy, the ninth academy, will be held at Shinagawa Municipal Hino Gakuen.

Mitsui Fudosan, a Tokyo 2020 Gold Partner sponsor in the category of "Real Estate Development," holds the Mitsui Fudosan Sports Academy for Tokyo 2020, a sports classroom conducted with The Tokyo Organising Committee of the Olympic and Paralympic Games. Top class athletes are invited to be instructors and through their descriptions participants experience the Olympic and Paralympic competitions.

The eighth academy will be a Wheelchair Rugby Academy, which Mitsui Fudosan supports as a top partner. The academy will be held for children from Chuo Municipal Joto Elementary School, which is located in the Yaesu 2-Chome North District Category-I Urban Redevelopment Project in which the Company is participating. Four members of the Japanese Wheelchair Rugby team that won a bronze medal at the Rio de Janeiro 2016 Paralympic Games have been invited as instructors, enabling participants to experience the attractions of Paralympic sports and aiming to encourage people to overcome mental barriers.

The ninth academy will be held at Shinagawa Municipal Hino Gakuen, which is located in the Osaki/Gotanda area where Mitsui Fudosan is moving ahead with redevelopment. This will be a Gymnastics Academy and will welcome Olympian Rie Tanaka as instructor. Holding the academy in an area where Mitsui Fudosan is engaged in neighborhood creation will help to invigorate the community and foster enthusiasm for the Olympic and Paralympic Games Tokyo 2020.



## ■ Eighth Mitsui Fudosan Sports Academy for Tokyo 2020 Wheelchair Rugby Academy Overview

Name	Eighth Mitsui Fudosan Sports Academy for Tokyo 2020 Wheelchair Rugby Academy
Date	July 5, 2017
Venue	Chuo Municipal Joto Elementary School
Instructors	Sports Academy: Japanese Wheelchair Rugby Team Members(Daisuke Ikezaki, Yukinobu Ike, Shinichi Shimakawa, Tomoaki Imai) Nutrition seminar: Meiji Holdings Co., Ltd.
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	Tokyo Organising Committee of the Olympic and Paralympic Games, Meiji Holdings Co., Ltd.
Supporters	Japanese Para-Sports Association, Japanese Paralympic Committee (JPC)
Special sponsorship	Mitsui Fudosan Residential Co., Ltd.

Meiji Holdings Co., Ltd., also a Tokyo 2020 Gold Partner (in the category of Dairy Products and Confectionary), will hold a Nutrition Seminar in conjunction with the eighth academy to ensure children learn that food is equally as important as sports for maintaining a healthy body and mind.

Nutrition Seminar



## ■ Ninth Mitsui Fudosan Sports Academy for Tokyo 2020 Gymnastics Academy Overview

Name	Ninth Mitsui Fudosan Sports Academy for Tokyo 2020 Gymnastics Academy
Date	July 8, 2017
Venue	Shinagawa Municipal Hino Gakuen
Instructors	Rie Tanaka
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	The Tokyo Organising Committee of the Olympic and Paralympic Games
Supporters	Japanese Olympic Committee (JOC), Japan Sports Agency, Shinagawa Municipal Government, Shinagawa City Board of Education, Tokyo Metropolitan Government
Special sponsorship	Mitsui Fudosan Residential Co., Ltd.

Scenes from the Fourth Mitsui Fudosan Sports Academy for Tokyo 2020 Gymnastics Academy





## ■ Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan, a Tokyo 2020 Gold Partner sponsor in the category of “Real Estate Development” holds the Mitsui Fudosan Sports Academy for Tokyo 2020, a sports classroom conducted with the cooperation of The Tokyo Organising Committee of the Olympic and Paralympic Games. Top class athletes are invited to be instructors and through their descriptions participants experience the Olympic and Paralympic competitions. This event is also certified as part of the Tokyo 2020 Official Programme, a Tokyo 2020 participatory event.

Mitsui Fudosan Sports Academy for Tokyo 2020 events have been held from Nihonbashi, where Japan's five major highways all started, to the Tokyo bayside Wangan area, and in elementary and junior high schools and LaLaport facilities in areas where Mitsui Fudosan is engaged in urban development. Looking ahead, the plan is to hold events in places throughout Japan, including retail facilities that Mitsui Fudosan operates such as Tokyo Midtown, LaLaport and MITSUI OUTLET PARK. By enabling direct contact with top-class athletes, the Academy will create connections with many people, starting with the children living in those districts, and will vitalize urban communities, thereby creating a legacy that will continue into the future.

## ■ Mitsui Fudosan Sports Academy for Tokyo 2020 events held so far (reference)



Opening of the academy



Second Mitsui Fudosan Sports Academy for Tokyo 2020  
Badminton Academy



Fifth Mitsui Fudosan Sports Academy for Tokyo 2020  
Athletics Academy



Seventh Mitsui Fudosan Sports Academy for Tokyo  
2020 Climbing Academy

## ■ The Philosophy of Mitsui Fudosan’s Urban Development Utilizing the “Power of Sports”


Sports not only improve the mental and physical health of people through actions such as “Doing,” “Watching” and “Supporting,” it also creates new connections and has the power to revitalize communities. For Mitsui Fudosan, whose Group Statement includes an aim for a community that brings affluence and comfort to urban living and targets creation of communities that get better as they age, sees sports as an important element for attractive urban development and promotes utilization of the “Power of Sports” in urban development.

Moreover, as the Olympic and Paralympic Games Tokyo 2020 Gold Partner in the category of “Real Estate Development”, Mitsui Fudosan has created the slogan of “BE THE CHANGE” and seeks to change itself under the themes of “Communicating,” “Connecting” and “Accepting,” and to use urban development as a base that will create positive change in the people, communities and society that it aims to transform.

List of Projects		
2015	October	Nihonbashi City Dressing
	December	Mitsui Fudosan Ice Rink in Tokyo Midtown
2016	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Wheelchair Rugby Academy—
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020 —Badminton Academy—
	August	Challenge Park by Mitsui Fudosan
	September	Nihonbashi City Dressing for Tokyo 2020
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	November	4th & 5th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Athletics Academy—
2017	January-March	Mitsui Fudosan Ice Rink for Tokyo 2020
	January-February	6th Mitsui Fudosan Sports Academy for Tokyo 2020 —Ice Skating Academy—
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020 —Climbing Academy—
	July	8th Mitsui Fudosan Sports Academy for Tokyo 2020 —Wheelchair Rugby Academy
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy—

\* Items highlighted in yellow are certified under the Tokyo 2020 Official Programme.

#### Mitsui Fudosan’s Slogan for 2020

 <p>さあ、街から世界を変えよう。</p>	<p>The logo of BE THE CHANGE, which carries the meaning of each person bringing about their own change, has been designed with the motif of a “Wind” changing the world. The symbol painted in the two Mitsui Fudosan corporate colors conveys the image of a “Bird riding the wind and flying through the skies.” The slogan contains the philosophy of “If people change, they can change the world” for 2020 and beyond.</p>
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