

August 7, 2018

Press Release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan supports the Olympic and Paralympic Games Tokyo 2020 as a Tokyo 2020 Gold Partner (Real Estate Development).

Try All 55 Sports by 2020!
The First Event in the Tokyo 2020 Sports Experience Project
**“Tokyo 2020: Let’s 55 -Let’s Go! Go!-
with Mitsui Fudosan” to be Held**

~Delivering the Atmosphere of the Olympic and Paralympic Games Tokyo 2020. Two Years to Go~

Tokyo, Japan, August 7, 2018 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will co-host “Tokyo 2020: Let’s 55 -Let’s Go! Go!- with Mitsui Fudosan” together with The Tokyo Organising Committee of the Olympic and Paralympic Games. This event will be held at Mitsui Shopping Park Urban Dock LaLaport TOYOSU between August 16 (Thursday) and August 19 (Sunday), 2018

Sponsored by The Tokyo Organising Committee of the Olympic and Paralympic Games, the event is the first to be held as part of “Tokyo 2020: Let’s 55 -Let’s Go! Go!-,” a project intended to provide venues enabling the public to try out all 55 sports of the Tokyo 2020 Games.. As a way of allowing participants to learn more about the sports and the athletes that make up the Olympic and Paralympic Games Tokyo 2020, the event will feature a Sports Experience Stage where athletes will perform and offer instruction, and up to nine Sports Experience Booths inside and outside the facility where the public can try various sports and experience other hands-on content. This initial event will feature 21 of the 55 sports included in the Olympic and Paralympic Games Tokyo 2020, with 13 Olympic sports and 8 Paralympic sports available for visitors to experience for themselves.

On Thursday, August 16, the first day of the event, Mitsui Fudosan will welcome Sayaka Hirano, Table Tennis Women Team silver medalist from the Olympic Games London 2012, to serve as instructor for the Table Tennis Academy, the 14th Mitsui Fudosan Sports Academy for Tokyo 2020. A sport climbing booth will also be set up for the entire length of the event.



(Note) Atmosphere of a past event held at Mitsui Shopping Park Urban Dock LaLaport TOYOSU

As a Tokyo 2020 Gold Partner in the category of Real Estate Development, Mitsui Fudosan created the occasion to give many people a feel for the Olympic and Paralympic Games Tokyo 2020, and by raising the momentum toward 2020, will contribute to the success of the Olympic and Paralympic Games Tokyo 2020.

■ Overview

Name	Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan
Date	11:00-17:45, Thursday, August 16, 2018 to Sunday, August 19, 2018
Location	Mitsui Shopping Park Urban Dock LaLaport TOYOSU Address: (2-4-9 Toyosu, Koto-ku, Tokyo)
Event Details	Sports Experience Stage, Sports Experience Booths, etc
Organizer	The Tokyo Organising Committee of the Olympic and Paralympic Games
Co-host	Mitsui Fudosan Co., Ltd.
Supporters	Japan Sports Agency, Tokyo Metropolitan Government, Japanese Olympic Committee, and Japanese Paralympic Committee
Cooperation	Tokyo 2020 Olympic Official Partner companies, sports associations
Special Site	https://tokyo2020.org/jp/special/lets55/ (in Japanese only)

■ More About the “Let's 55 –Let's Go! Go!- with Mitsui Fudosan” Sports Experience Stage

Nine Olympic sports and three Paralympic sports will be held on stage. Each event will feature athlete performances, and will enable visitors to experience the sports for themselves with instruction from the athletes. An opening ceremony will also be held on the first day, featuring guest athletes and an appearance by Tokyo 2020 mascots.

<Opening Ceremony>

10:30-11 a.m. August 16, 2018

Speaker: Koji Murofushi Sports Director of The Tokyo Organising Committee of the Olympic and Paralympic Games
Sayaka Hirano Table Tennis / the Olympic Games London 2012
Miwa Oba Sport Climbing
Tsuyoshi Watanabe Para Table Tennis
Tokyo 2020 mascots “Miraitowa and Someity”

■ More about the “Let's 55 –Let's Go! Go!- with Mitsui Fudosan” Sports Experience Booths

Each day of the event, up to nine booths will offer hands-on sports experiences and content will be set up by partner companies and other organizations indoors and outdoors at Mitsui Shopping Park Urban Dock LaLaport TOYOSU. Over the four days of the event, visitors will be able to try out a total of 11 sports at the booths.

■ Stamp Rally

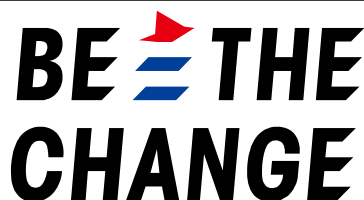
During the event, visitors can receive four stamps for the stamp rally: one from participation in the Sports Experience Stage, and three participating at Sports Experience Booths. The first 100 visitors to collect all four stamps will receive a special gift.

■ 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.

■ Mitsui Fudosan’s Slogan for 2020



さあ、街から世界を変えよう。

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.

List of Projects		
2015	October	Nihonbashi City Dressing
2016	January-March	Mitsui Fudosan Ice Rink in Tokyo Midtown
	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy/Wheelchair Rugby Academy—
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020 —Badminton Academy—
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020
	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	November	Mitsui Fudosan Challenge Stadium for Tokyo 2020 Paralympics Support Event
	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 and Nutrition Seminar presented by Meiji Holdings Co., Ltd.—
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020 —Gymnastics Academy—
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020 —Basketball Academy—
	August	Kawasaki PARA Festival 2017 Summer Powered by PARA★DO !
	September	11th Mitsui Fudosan Sports Academy for Tokyo 2020 —Soccer Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd.—
	October	Nihonbashi City Dressing for Tokyo 2020
	October	Nihonbashi City Dressing meets OLYMPIC CONCERT
October-November	Mitsui Offices Sports Festival for TOKYO 2020 Futsal Cup 2017	

	December	12th Mitsui Fudosan Sports Academy for Tokyo 2020 —Ice Skating Academy—
2018	January-March	Mitsui Fudosan Ice Rink for Tokyo 2020
	February	Mitsui Fudosan Sports Academy for Tokyo 2020 13th Mitsui Fudosan Sports Academy for Tokyo 2020 Ice Skating Academy Tokyo Midtown
	June	Mitsui Offices Sports Festival for TOKYO 2020 Futsal 3X3 Basketball Cup 2017 Tokyo Midtown and Toyosu
	August	Futsuujyanai 2020 Exhibition by Mitsui Fudosan Tokyo Midtown Hibiya
	August	14th Mitsui Fudosan Sports Academy for Tokyo 2020 Table Tennis Academy Mitsui Shopping Park URBAN DOCK LaLaPort TOYOSU

* Items highlighted in blue are certified under the Tokyo 2020 Official programme.