



## Mitsui Fudosan Becomes Official Partner of the Japan Wheelchair Rugby Federation Urban Development Utilizing the “Power of Sports”

Mitsui Fudosan Co., Ltd. (Head Office: Chuo-ku, Tokyo; President and Chief Executive Officer: Masanobu Komoda) recently signed an agreement to become an official partner of the Japan Wheelchair Rugby Federation.

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.

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 supports the members of the Japan wheelchair rugby team that always takes the lead in enacting change and taking on the world, cooperating with tournaments and striving to popularize the attractions of the sport will also contribute to the realization of a barrier-free world and the acceptance of human diversity such that gender, race, nationality and disability do not matter.

### ■ What is wheelchair rugby? (Japan Wheelchair Rugby Federation website used as a reference)

Wheelchair rugby is a team sport devised in Canada in 1977 to provide an opportunity for quadriplegics (people with disabilities in all four limbs due to factors such as spinal cord injury, amputation or cerebral palsy), and since then it has become an international sport widely popular in the West.

In the United States and in some countries in Europe the sport is called “Quad Rugby”, derived from its participants having a disability in all four limbs. It also has a history of sometimes being called “Murderball” due to the fierceness of the early contests.

Wheelchair rugby first appeared as a demonstration sport at the Atlanta 1996 Paralympic Games and became an official sport at the Sydney 2000 Paralympic Games. The sport was officially introduced to Japan in November 1996, following the Atlanta 1996 Paralympic Games, and the Japan Wheelchair Rugby Federation was established in April 1997. Currently, the federation is trying to popularize the sport within Japan and aims to win medals at international events such as the Paralympic Games and world championships.

At the 2015 Asia-Oceania Championships, the Japan wheelchair rugby team crushed Australia, winner of the London 2012 Paralympic Games and 2014 World Championships, to become Asia-Oceania champion for the first time. Japan is currently ranked third in the world and can be expected to do even better at the Rio de Janeiro 2016 Paralympic Games.

### ■ Background to providing sponsorship

Wheelchair rugby is so fierce and fast it’s hard to believe that the participants have disabilities in all their four limbs. The Japan wheelchair rugby team, continuing to take on the challenges posed by the rest of the world, has charmed and inspired all those who watched them. Mitsui Fudosan shares the outlook of the Japanese wheelchair rugby team and thus decided to become its sponsor. For Mitsui Fudosan, wheelchair rugby is one of the most familiar Paralympic Game sports as one of its employees represented Japan in wheelchair rugby team at the Paralympic Games.

Moreover, Mitsui Fudosan develops facilities where it is indispensable to have a perspective incorporating barrier-free ideas and diversity. Mitsui Fudosan deeply understands the meaning behind holding the Tokyo 2020 Paralympic Games and will use sports for people with disabilities to promote correct understanding of people with disabilities and aims to realize a barrier-free world and diversity where gender, race, nationality and disability do not matter.

■ Mitsui Fudosan's Slogan for 2020

**BE THE CHANGE**

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.

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