

JOC・JPC/東京2020 ゴールド街づくりパートナー

April 1, 2016

For immediate release

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

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

## Urban Development Utilizing the “Power of Sports” Mitsui Fudosan Sports Academy for Tokyo 2020 Tokyo 2020 Olympic and Paralympic Movement

Opening Ceremony/First Session 10 a.m. Wednesday, April 13, 2016 Nihonbashi Mitsui Hall

Mitsui Fudosan Co., Ltd. (Head Office: Chuo-ku, Tokyo; President and Chief Executive Officer: Masanobu Komoda) and Mitsui Fudosan Residential Co., Ltd. (Head Office: Chuo-ku, Tokyo; President and Chief Executive Officer: Kiyotaka Fujibayashi) (\*1) will hold the Mitsui Fudosan Sports Academy for Tokyo 2020: Tokyo 2020 Olympic and Paralympic Movement (“Mitsui Fudosan Sports Academy for Tokyo 2020”) on Wednesday, April 13, 2016.

Mitsui Fudosan, a Tokyo 2020 Gold Partner sponsor in the category of “Real Estate Development” will hold 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 (hereinafter "Tokyo 2020 Organizing Committee"). Top class athletes will be invited to be instructors and through their descriptions participants will experience the Olympic and Paralympic competitions.

The first session will be held on Wednesday, April 13, 2016, and 50 elementary school pupils from Chuo Municipal Tokiwa Elementary School have been invited to attend the gymnastics academy with Olympian Rie Tanaka as an instructor, and learn about and try wheelchair rugby from instructors who are Paralympians, comprising Japan Wheelchair Rugby team members Shinichi Shimakawa, Daisuke Ikezaki and Tomoaki Imai, as well as Mitsui Fudosan employee and Japan captain at the Athens 2004 Paralympic Games, Masaharu Fukui. On the day, Koji Murofushi, an Executive Board Member of the cooperating Tokyo 2020 Organizing Committee, and Olympian Nobuharu Asahara, who is scheduled to be a future instructor for the Mitsui Fudosan Sports Academy for Tokyo 2020, will be invited as guests, and an opening ceremony will be held.

(\*1) As a Mitsui Fudosan Group company, Mitsui Fudosan Residential supports the Tokyo 2020 Olympic and Paralympic Games through Real Estate Development.

■ Overview of the Mitsui Fudosan Sports Academy for Tokyo 2020

Name	Mitsui Fudosan Sports Academy for Tokyo 2020 Tokyo 2020 Olympic and Paralympic Games Movement
Participants	* First session will be held for about 50 invited children from the Chuo Municipal Tokiwa Elementary School * Eligibility for participation will be set for each program
No. of people	* First session will be for about 50 people * Class setups will be made for each program
Participation fee	Free of charge
Locations	Mitsui Fudosan-related facilities (including Nihonbashi Mitsui Hall, MIFA Football Park, Tokyo Midtown, LaLaport and MITSUI OUTLET PARK) and elementary schools in regions in which Mitsui Fudosan is engaged in urban development
Instructors	Rie Tanaka, Shintaro Ikeda, Nobuharu Asahara, Shinichi Shimakawa, Daisuke Ikezaki, Tomoaki Imai, Masaharu Fukui and others
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	The Tokyo Organising Committee of the Olympic and Paralympic Games
Supporters	Japanese Olympic Committee (JOC) Japanese Para-Sports Association Committee (JPC) Administrative authorities in districts where events are held (* The first session will be Chuo City and the Chuo City Board of Education)
Special Sponsorship	Mitsui Fudosan Residential Co., Ltd.

Mitsui Fudosan Sports Academy for Tokyo 2020 will, in addition to describing Olympic sports, also introduce and develop public events about Paralympic sports for the purpose of encouraging the viewing of the Paralympic Games and doing related volunteer work. The plan is to hold the Mitsui Fudosan Sports Academy for Tokyo 2020 in Nihonbashi, where Japan's five major highways all started, in the Tokyo bayside Wangan area, and in elementary and junior high schools in areas where Mitsui Fudosan is engaged in urban development, in addition to retail facilities that Mitsui Fudosan operates across Japan, including 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.

■ Upcoming Schedule for the Mitsui Fudosan Sports Academy for Tokyo 2020

Scheduled program	<p>First session: Wednesday, April 13, 2016, Nihonbashi Mitsui Hall</p> <ul style="list-style-type: none"> <li>• Gymnastics Academy Rie Tanaka, instructor</li> <li>• Wheelchair Rugby Academy Shinichi Shimakawa, Daisuke Ikezaki, Tomoaki Imai, Masaharu Fukui, instructors</li> </ul> <p>June 2016 (Planned)</p> <ul style="list-style-type: none"> <li>• Badminton Academy Shintaro Ikeda, instructor</li> </ul> <p>November 2016 (Planned)</p> <ul style="list-style-type: none"> <li>• Athletics Academy Nobuharu Asahara, instructor</li> </ul> <p>* Mitsui Fudosan plans to hold the event at its LaLaport and MITSUI OUTLET PARK facilities across Japan, as well as at elementary and junior high schools in districts in which it is engaged in urban development.</p>
-------------------	---

■ 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 a 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.

In October 2015, Mitsui Fudosan held the first stage project, Nihonbashi City Dressing (\*2), and in December, the second stage project, Mitsui Fudosan Ice Rink in Tokyo Midtown. Now, Mitsui Fudosan Sports Academy for Tokyo 2020 will be held as the third stage project.

(\*2) An initiative whereby the Tokyo 2020 Organizing Committee displayed images (large graphics) of Olympians and Paralympians from the London 2012 Olympic and Paralympic Games on Mitsui Fudosan facilities, thereby decorating the entire town. This project involved collaboration with Chuo City and the regional community.

■ Mitsui Fudosan's Slogan for 2020

	<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>
---	---

(Reference materials)

■ Instructor profiles

Rie Tanaka (Gymnastics)

Born June 11, 1987, in Iwade City, Wakayama Prefecture. Graduated from Wakayama Prefectural Wakayamakita High School and Nippon Sport Science University. Completed postgraduate studies at Nippon Sport Science University Graduate School. After being a researcher at the Nippon Sport Science University, now holds the position of assistant professor at the Nippon Sport Science University School of Childhood Sport Education. At 157-centimeters, she is tall for a female gymnast, yet used her arms and legs to maintain a beautiful form in her movements. At the 2010 World Championships in Rotterdam she became the first Japanese woman to be awarded the Elegance Prize. At the London 2012 Olympic Games, she helped Japan reach the team final for the second successive Games (finishing 8th) and finish 16th in individual competition.



Shinichi Shimakawa (Wheelchair rugby)

Born January 29, 1975, in Kumamoto Prefecture. A member of BLITZ. Has played wheelchair rugby for 17 years. Was selected for the Japan team in 2001 and has competed in three Paralympics; Athens 2004 Paralympics, Beijing 2008 Paralympics and London 2012 Paralympics. Has also appeared in four world championships and received many individual awards in Japan and overseas, including being the first foreigner ever to win the American Athlete of the Year prize.



Daisuke Ikezaki (Wheelchair rugby)

Born January 23, 1978, in Hokkaido. A member of the Hokkaido Big Dippers. Has played wheelchair rugby for seven years. Competed in the London 2012 Paralympics. Won many awards including the Japan Para-Sports Association Best Player during 2013-2015, Canada Cup Best Player 2010 and 2014, Japan Championships MVP 2012-2015, 2010 World Championships Best Player and 2015 AOC Best Player & MVP.



Tomoaki Imai (Wheelchair rugby)

Born March 12, 1983, in Chiba Prefecture. A member of RIZE. Has played wheelchair rugby for six years. Was selected for the Japan team in 2009 and took part in tournaments including the 2014 Odens World Championships.



Masaharu Fukui (Wheelchair rugby)

Born March 18, 1965. A member of AXE (Mitsui Fudosan employee). Has played wheelchair rugby for 19 years. Was Japan captain at the Athens 2004 Paralympics. Currently playing manager of AXE.



Shintaro Ikeda (Badminton)

Born December 27, 1980, in Okagaki Town, Onga District, Fukuoka Prefecture. Active as a doubles player who secured a Japanese title while playing for a corporate team. Competed at the Beijing 2008 Olympic Games. Has paired with Reiko Shiota in mixed doubles since 2009 and they competed at the London 2012 Olympic Games. In October 2009, changed status at his place of employment from being a full-time employee to being a professional employee, thus becoming Japan's first ever professional badminton player. Retired after the September 2015 Yonex Open Japan. He is a first cousin once removed of actor-singer Tomio Umezawa.



Nobuharu Asahara (Athletics)

Born June 21, 1972, in Kobe City, Hyogo Prefecture. Former athlete. Bronze medalist in the men's 4 x 100-meter relay at the Beijing 2008 Olympic Games. Now an athletics instructor. Also active as a sports commentator. He is famous for saying, "The 100 meters is about human power." Together with Shoichi Yanagimoto, was one of the founders of Athlete Network in 2010. Opened his own sports club in April and holds athletics classes with a view to nurturing junior and youth athletes. His wife is Fumiko Okuno, a Doshisha University classmate and former synchronized swimmer who won bronze medals in the solo and duet competitions at the Barcelona 1992 Olympic Games. They have three children, a boy and two girls.

