



東京2020ゴールド街づくりパートナー



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). Mitsui Fudosan Residential Co., Ltd. is a Mitsui Fudosan Group Company

**Creating Neighborhoods While Utilizing the "Power of Sports"
Holding the Tenth Mitsui Fudosan Sports Academy for Tokyo 2020
The Olympic and Paralympic Games Tokyo 2020 Movement**

Holding the BASKETBALL ACADEMY

Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Residential Co., Ltd. will hold the Mitsui Fudosan BASKETBALL ACADEMY for Tokyo 2020: The Olympic and Paralympic Games Tokyo 2020 Movement at the Katayanagi Arena at Nihon Kogakuin College on Tuesday, August 15, 2017.

Mitsui Fudosan, a Tokyo 2020 Gold Partner, holds the Mitsui Fudosan Sports Academy for Tokyo 2020, a one-day 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.

The Tenth Sports Academy for children in the higher grades of elementary school will be the BASKETBALL ACADEMY supported by the Japanese women's basketball team of which Mitsui Fudosan is an official sponsor. Invited to be instructors on the day are Mikiko Hagiwara, a specialist junior coach for the Japan Basketball Association, and players, Yuka Ohsaki and Yuki Miyazawa, who made significant contributions to the Japanese team that made the knockout rounds of an Olympic Games for the first time in 20 years at the Olympic Games Rio de Janeiro 2016. Being coached directly by Olympians will help to spread the popularity of basketball and build up momentum for the Olympic and Paralympic Games Tokyo 2020.

■ Tenth Mitsui Fudosan Sports Academy for Tokyo 2020 BASKETBALL ACADEMY Overview

Name	Tenth Mitsui Fudosan Sports Academy for Tokyo 2020 BASKETBALL ACADEMY
Date	12:30-2:00 p.m., Tuesday, August 15, 2017
Venue	Katayanagi Arena at Nihon Kogakuin College
Instructors	Mikiko Hagiwara, Yuka Ohsaki, Yuki Miyazawa
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	Tokyo Organizing Committee of the Olympic and Paralympic Games
Supporters	Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC), Japan Sports Agency and Tokyo Metropolitan Government
Special sponsorship	Mitsui Fudosan Residential Co., Ltd.

■ Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan Sports Academy for Tokyo 2020 events have been held at elementary and junior high schools in areas where Mitsui Fudosan is engaged in neighborhood creation, as well as at retail facilities Mitsui Fudosan operates nationwide, 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.

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



Opening of the 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—
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020 —Basketball Academy—

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

■Mitsui Fudosan' s Slogan for 2020

BE THE CHANGE

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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.