



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。

November 8, 2017

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).

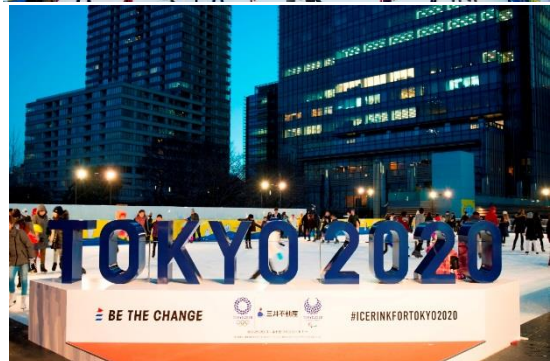
Tokyo 2020 Official Programme Mitsui Fudosan Ice Rink for Tokyo 2020 to Open

Creating Neighborhoods While Utilizing the "Power of Sports"

Open for a Limited Period at Tokyo Midtown from January 5 to March 4, 2018

Tokyo, Japan, November 8, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold the Mitsui Fudosan Ice Rink for Tokyo 2020 from January 5 to March 4, 2018, at Tokyo Midtown, a facility it operates. Mitsui Fudosan, a Gold Partner of the Olympic and Paralympic Games Tokyo 2020 for urban development will hold this event for the second time as one aspect of its urban development that leverages the “power of sports.” The event has been certified under the participatory Tokyo 2020 Official Programme (Sports & Health).

Tokyo Midtown’s outdoor ice skating rink boasts of being one of the largest in Tokyo, capable of holding a maximum of 200 people. This is the ninth season the rink has opened. Last time, about 36,000 people visited the rink. Many enjoy the outdoor ice skating rink, including families with children, couples and office workers on their lunch breaks. Moreover, there are also plans to hold night-time skating sessions with beautiful illuminations adorning the surrounding area from 5 p.m. to 10 p.m., as well as to use the ice rink for skating classes.



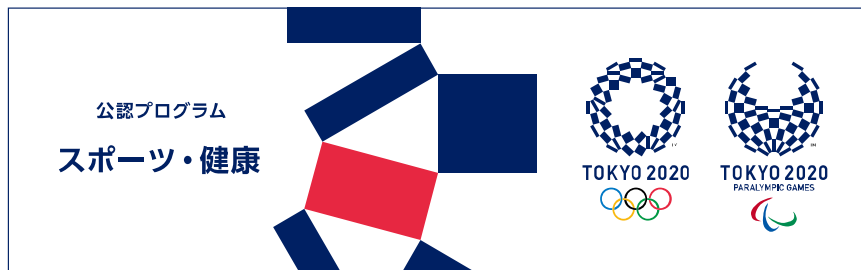
The ice rink last year

■Programme Overview

Operating Period	Held from January 5 to March 4, 2018 * Open daily during this period
Name	Mitsui Fudosan Ice Rink for Tokyo 2020
Operating Hours	11 a.m. to 10 p.m.
Venue	Grass Square, Special Rink, Tokyo Midtown
Organizer	Mitsui Fudosan Co., Ltd.



Illumination last year



■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

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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.

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—
	November	Mitsui Fudosan Challenge Stadium for Tokyo 2020 Paralympics Support Event
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 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

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