



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。

November 13, 2017

Press Release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan Residential Co., Ltd.

Mitsui Fudosan supports the Olympic 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" The Twelfth Mitsui Fudosan Sports Academy for Tokyo 2020 The Olympic and Paralympic Games Tokyo 2020 Movement

Hosting Decided for the Ice Skating Academy Held by Takeshi Honda and Shizuka Arakawa

Mitsui Fudosan SPORTS LINK CITY FUN-TE! Ice Rink Sendai

Tokyo, Japan, November 13, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will hold the Ice Skating Academy on December 1, 2017, as part of the Mitsui Fudosan Sports Academy for Tokyo 2020, The Olympic and Paralympic Games Tokyo 2020 Movement.

The 12th Sports Academy will be held at the Ice Rink Sendai in the sports wing Mitsui Fudosan has promoted as the Mitsui Fudosan SPORTS LINK CITY FUN-TE! Project, renovations of which will be completed on December 1, 2017. This will be the first sports academy held outside of Tokyo.

Professional figure skaters Takeshi Honda and Shizuka Arakawa, who started their careers at Ice Rink Sendai, have been welcomed as instructors for this academy, which will invite elementary school students living in Miyagi Prefecture to attend, enabling participants to look and get a feel at close hand for the techniques used by world-class athletes in a situation possible only through this academy program.

Mitsui Fudosan will use these activities to increase enjoyment for both communities and the Olympic and Paralympic Movement, as well as to contribute to the success of the Tokyo 2020 Olympic and Paralympic Games as a Gold Partner in the field of Real Estate Development.

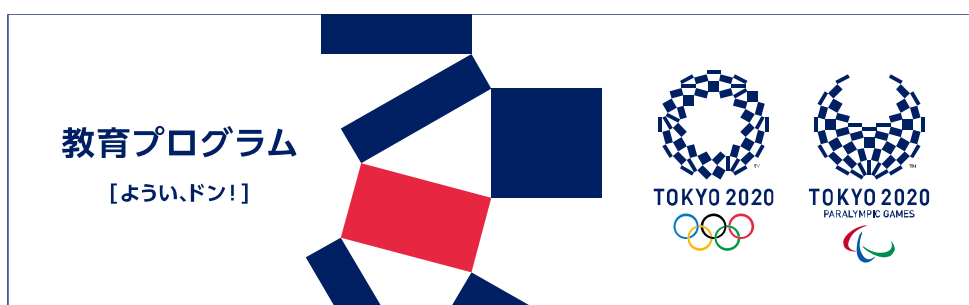
■ The Twelfth Mitsui Fudosan Sports Academy for Tokyo 2020 Ice Skating Academy Overview

Name	The Twelfth Mitsui Fudosan Sports Academy for Tokyo 2020 Ice Skating Academy
Date	December 1, 2017
Venue	Mitsui Fudosan SPORTS LINK CITY FUN-TE! Sports Wing Ice Rink Sendai
Instructors	Takeshi Honda and Shizuka Arakawa (professional figure skaters)
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)
Special sponsorship	Mitsui Fudosan Residential Co., Ltd.

■ Mitsui Fudosan Sports Academy for Tokyo 2020

Mitsui Fudosan, a Tokyo 2020 Gold Partner sponsor in the category of “Real Estate Development” holds 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 Organising Committee”). Top class athletes are invited to be instructors and through their descriptions participants experience the Olympic and Paralympic competitions. This event is also certified as part of the Tokyo 2020 Official Programme, a Tokyo 2020 participatory event.

The first through fifth Mitsui Fudosan Sports Academy for Tokyo 2020 events have been held from Nihonbashi, where Japan's five major highways all started, to the Tokyo bayside Wangan area, and in elementary and junior high schools and LaLaport facilities in areas where Mitsui Fudosan is engaged in urban development. Looking ahead, the plan is to hold events in places throughout Japan, including retail facilities that Mitsui Fudosan operates such as 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.



■ 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

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.

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.