



TOKYO 2020

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。

January 16, 2018

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 Thirteenth Mitsui Fudosan Sports Academy for Tokyo 2020
～ The Olympic and Paralympic Games Tokyo 2020 Movement ～
Holding the Ice Skating 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 Sports Academy for Tokyo 2020 on Sunday, February 4, 2018, shortly before the opening of the 23rd Olympic Winter Games PyeongChang 2018 in South Korea on Friday, February 9, 2018, as part of the Olympic and Paralympic Games Tokyo 2020 Movement.

Mitsui Fudosan, a Tokyo 2020 Gold Partner in the category of Real Estate Development, 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 with their guidance participants experience Olympic and Paralympic sport events.

The 13th academy will be held at the Mitsui Fudosan Ice Rink for Tokyo 2020 in the Grass Square, Special Rink, Tokyo Midtown. This Ice Skating Academy will welcome The Olympian, Kanako Murakami, from the Olympic Winter Games Sochi 2014 as instructor. Holding the academy in an area where Mitsui Fudosan is engaged in neighborhood creation will help to invigorate the community and foster enthusiasm for the Olympic and Paralympic Games Tokyo 2020.



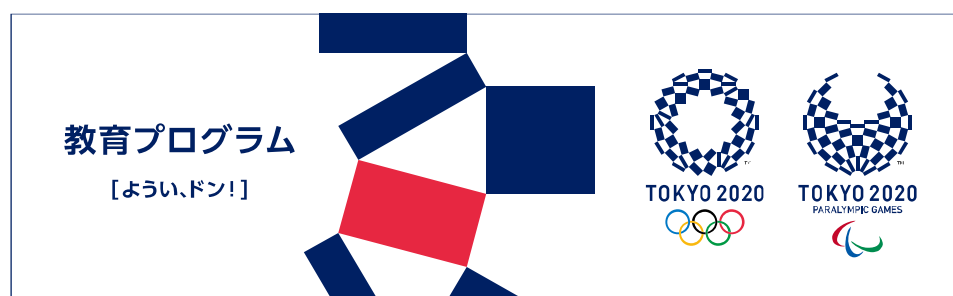
Scenes from last year academy

■The Thirteenth Mitsui Fudosan Sports Academy for Tokyo 2020 Ice Skating Academy

Overview

Name	The Thirteenth Mitsui Fudosan Sports Academy for Tokyo 2020 Ice Skating Academy
Date	8:45-11 a.m., February 4, 2018
Venue	Mitsui Fudosan Ice Rink for Tokyo 2020, Grass Square, Special Rink, Tokyo Midtown
Instructor	Kanako Murakami
Organizer	Mitsui Fudosan Co., Ltd.
Cooperation	Tokyo Organizing Committee of the Olympic and Paralympic Games, Meiji Holdings Co., Ltd.
Supporters	Japanese Olympic Committee (JOC), Japanese Para-Sports Association, Japanese Paralympic Committee (JPC), Tokyo Metropolitan Government and Japan Sports Agency
Special sponsorship	Mitsui Fudosan Residential Co., Ltd.

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.



■ Mitsui Fudosan's Slogan for 2020

<p>さあ、街から世界を変えよう。</p>	<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>
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■ Mitsui Fudosan Sports Academy for Tokyo 2020 events held so far (reference)



Opening of the academy



Opening of the academy



The Second Mitsui Fudosan Sports Academy for Tokyo 2020 Badminton Academy



The Fifth Mitsui Fudosan Sports Academy for Tokyo 2020 Athletics Academy



The Seventh Mitsui Fudosan Sports Academy for Tokyo 2020 Climbing Academy



The Eighth 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
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

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