

To Media

Kashiwa City  
Mitsui Fudosan Co., Ltd.

## Kashiwa City and Mitsui Fudosan to support New Zealand's All Blacks' pre-tournament camp

Kashiwa City is pleased to announce that the city, together with Mitsui Fudosan Co., Ltd., a member of Kashiwa City Rugby Pre-Tournament Camp Invitation Committee, will support the pre-tournament training camp to be held in Kashiwa City in 2019 by the New Zealand Rugby Union (NZRU) to which New Zealand's All Blacks belongs.

Through this pre-tournament camp, the city will not only give maximum support to the team as the host city, but also nurture children's dream and promote sports, internationalization and regional revitalization through various programs and events from the perspective of "dream" and "legacy."

### Support

Offering training and accommodation facilities for 2019 pre-tournament training camp (Kashiwa City, Chiba Prefecture)

- |                |   |
|----------------|---|
| Facilities:    | (1) Sports stadiums in Kashiwanoha Prefectural Park<br>(4-1, Kashiwanoha, Kashiwa-city, Chiba)  |
|                | (2) Kashiwa Municipal Kashiwanoha Elementary School - Swimming pool and indoor training facility (404-1, Chuo, 348-51, Toyofuta, Kashiwa-city, Chiba) |
| Period:        | September 10 (Tue.) - 14 (Sat.), 2019   |
| Accommodation: | Mitsui Garden Hotel Kashiwa-no-ha<br>(148-2 Kashiwanoha Campus, 178-4 Wakashiba, Kashiwa-city, Chiba)   |



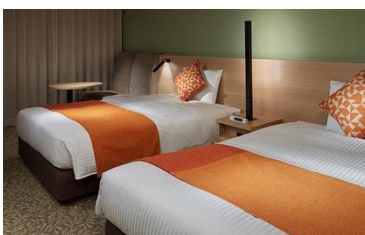
Sports stadium in Kashiwanoha



Kashiwanoha Elementary School Swimming pool



Kashiwanoha Elementary School Gymnasium



Mitsui Garden Hotel Kashiwa-no-ha

Continually taking up the challenge of new city development, Kashiwa City and Mitsui Fudosan will be conducting various promotional activities to bring excitement to the city with All Blacks, the team that never stops seeking for the world's top position.

■Promotion - Main visual



■Promotion - Slogan

# TRY the Future.

Originally “Try” in rugby is not a goal.

It means a challenge for a conversion kick towards the next goal.

Yes, a goal is never the destination, but a point of departure for a new future.

With overwhelming power and speed, All Blacks leading in global rugby.

However, their challenge never ends, aiming higher.

Along with such All Blacks, Kashiwa city would like to keep running toward a next future.

■ Promotional initiatives

● Decoration activities in Kashiwa City

Decorate Kashiwa City using main visuals.



JR Kashiwa Station



TSUKUBA EXPRESS Kashiwanoha-campus Station

- Dedicated website

Dedicated website featuring All Blacks' team data, pre-tournament training camp and promotional events as well as information about Kashiwa City is launched today (May 31, 2018).

<http://kashiwa-allblacks.jp/>



Please access to the dedicated website from the QR code below.



## Dream

- International exchange event

Interaction with world's top players (e.g. welcome event at the opening of training camp) to inspire children to have a dream.

- Kids rugby class

In advance to the pre-tournament training camp in 2019, organize kids rugby class by the players and coaches of All Blacks at elementary school(s) in Kashiwa City, with the objective to enable attendees to become more familiar with rugby and All Blacks.

## Legacy

- Seminar

Organize seminar (business seminar) on the code of conduct and organization theory to support world's top rugby team by All Blacks' coach/staff for the companies that are considering relocation to Kashiwa City.

- Coaching Clinic

Organize coaching clinic by All Blacks' coaches for trainers and coaches to raise the level of KASHIWA rugby in future.

Any other events will be announced once decided.