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For immediate release

Mitsui Fudosan Co., Ltd.

Mitsui Fudosan supports the Tokyo 2020 Olympic and Paralympic Games as a Tokyo 2020 Gold Partner (Real Estate Development).

Young Athlete Special for Children's Day
The Fifth Event in the Tokyo 2020 Sports Experience Project
“Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan”
to be Held
From Friday, May 3 (holiday) to Sunday, May 5, 2019

Tokyo, Japan, April 4, 2019 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, announced today that it will co-host “Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan” together with The Tokyo Organising Committee of the Olympic and Paralympic Games to experience events for the Tokyo 2020 Games. This event will be held at Mitsui Shopping Park Urban Dock LaLaport TOYOSU from Friday, May 3 (holiday) to Sunday, May 5, 2019.

Sponsored by The Tokyo Organising Committee of the Olympic and Paralympic Games, the event is the fifth to be held as part of “Tokyo 2020: Let's 55 -Let's Go! Go!-,” a project intended to provide opportunities enabling the public to try out all 55 sports of the Tokyo 2020 Games. This event, entitled Young Athlete Special for Children's Day, will allow participants to learn more about the sports and athletes involved in the Tokyo 2020 Olympic and Paralympic Games, and will feature a sports experience stage where young athletes will perform and offer sports experiences and up to 10 sports experience booths inside and outside the facility where the public can try various sports and experience other hands-on content. This event will feature 14 of the 55 sports included in the Tokyo 2020 Olympic and Paralympic Games, with 10 Olympic sports and 4 Paralympic sports available for visitors to experience for themselves.

On Sunday, May 5, a holiday and the final day of the event, Mitsui Fudosan will welcome Yuko Oga, who represented Japan in women's basketball in the Athens 2004 Olympic Games, to serve as instructor for the Sixteenth Mitsui Fudosan Sports Academy for Tokyo 2020: Basketball Academy. Mitsui Fudosan will also set up sport climbing and basketball experience booths for the entire length of the event.



(Reference) Past events held at Mitsui Shopping Park Urban Dock LaLaport TOYOSU during the first

“Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan” event

Photo source: The Tokyo Organising Committee of the Olympic and Paralympic Games

As a Tokyo 2020 Gold Partner in the category of Real Estate Development, Mitsui Fudosan has cooperated and supported the “Tokyo 2020: Let’s 55 -Let’s Go! Go!-” project since its launch. Mitsui Fudosan will contribute to the success of the Tokyo 2020 Olympic and Paralympic Games by providing opportunities for people to experience the enjoyment and excitement of the Tokyo 2020 Olympic and Paralympic Games and by boosting the momentum toward 2020.

■ Overview

Name	Tokyo 2020: Let’s 55 -Let’s Go! Go!- with Mitsui Fudosan
Date	11:00-18:00, Friday, May 3 (holiday) to Sunday, May 5, 2019 * Outdoor booths will be closed in the event of poor weather (rain, strong wind)
Location	Mitsui Shopping Park Urban Dock LaLaport TOYOSU Address: 2-4-9 Toyosu, Koto-ku, Tokyo
Event Details	Sports experience stage, sports experience booths, etc.
Organizer	The Tokyo Organising Committee of the Olympic and Paralympic Games
Co-host	Mitsui Fudosan Co., Ltd.
Supporters	Japanese Olympic Committee Japanese Para-Sports Association Japanese Paralympic Committee
Cooperation	Tokyo 2020 Official Olympic Partner companies, sports associations, Nippon Foundation, etc.
Special Site	https://tokyo2020.org/jp/special/lets55/ (in Japanese only) * Details of sports experience events, etc. will be updated sequentially from Monday, April 8
Inquiries from the general public	The Tokyo Organising Committee of the Olympic and Paralympic Games contact desk Tel: 0570-09-2020 (calls are charged) Operating hours: 9:00-17:00 weekdays, closed over weekends, national holidays and the new year period

■ More about the “Let’s 55 –Let’s Go! Go!- with Mitsui Fudosan” Sports Experience Booths and Stage

Each day of the event, sponsor companies and other organizations will organize up to 10 sports experience booths and a sports experience stage inside and outside Mitsui Shopping Park Urban Dock LaLaport TOYOSU. Over the three days of the event, visitors will be able to try out a total of 14 sports at the booths and on stage.

■ Stamp Rally

During the event, visitors participating at the sports experience booths will be given a quiz sheet, and can collect answers to questions about the Olympics and Paralympics. The first 200 visitors (600 people over the three days) to correctly answer all the questions will receive a special gift.

■ 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



さあ、街から世界を変えよう。

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.

■ Mitsui Fudosan's Urban Development Utilizing the "Power of Sports" Project Results

List of Projects		
2015	October	Nihonbashi City Dressing (Nihonbashi area)
2016	January–March	Mitsui Fudosan Ice Rink in Tokyo Midtown (Tokyo Midtown)
	April	1st Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy/Wheelchair Rugby Academy (Nihonbashi Mitsui Hall)
	August	2nd Mitsui Fudosan Sports Academy for Tokyo 2020: Badminton Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	August	Mitsui Fudosan Presents Roppongi City Dressing for Tokyo 2020 (Tokyo Midtown)
	August	Challenge Park by Mitsui Fudosan (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	September	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	October	3rd Mitsui Fudosan Sports Academy for Tokyo 2020: Climbing Academy (Nihonbashi Mitsui Hall)
	November	4th Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy (Gotenyama Elementary School, Shinagawa-ku)
	November	5th Mitsui Fudosan Academy for Tokyo 2020: Athletics Academy (Toyomi Elementary School, Chuo-ku)
	November	Mitsui Fudosan Challenge Stadium for Tokyo 2020: Paralympics Support Event(Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
2017	January - March	Mitsui Fudosan Ice Rink for Tokyo 2020 (Tokyo Midtown)
	January and February	6th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Tokyo Midtown)
	May	Mitsui Fudosan CLIMBING PARK for Tokyo 2020 (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	May	7th Mitsui Fudosan Sports Academy for Tokyo 2020: Climbing Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	July	8th Mitsui Fudosan Sports Academy for Tokyo 2020: Wheelchair Rugby Academy (Joto Elementary School, Chuo-ku)
	July	9th Mitsui Fudosan Sports Academy for Tokyo 2020: Gymnastics Academy (Hino Gakuen, Shinagawa-ku)
	August	10th Mitsui Fudosan Sports Academy for TOKYO 2020: Basketball Academy (Katayanagi Arena)

	September	11th Mitsui Fudosan Sports Academy for Tokyo 2020: Soccer Academy and Nutrition Seminar presented by Meiji Holdings Co., Ltd. (MIFA Football Park, Toyosu)
	October	Nihonbashi City Dressing for Tokyo 2020 (Nihonbashi area)
	October - November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2017 (Tokyo suburbs)
	December	12th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Mitsui Fudosan SPORTS LINK CITY FUN-TE!, Ice Rink Sendai)
2018	January–March	Mitsui Fudosan Ice Rink for Tokyo 2020 (Tokyo Midtown)
	February	13th Mitsui Fudosan Sports Academy for Tokyo 2020: Ice Skating Academy (Tokyo Midtown)
	June	Mitsui Offices Sports Festival for TOKYO 2020: 3X3 (Toyosu Tent Dome, Tokyo Midtown)
	August	Out of the Ordinary 2020 Exhibition by Mitsui Fudosan (Tokyo Midtown Hibiya)
	August	Tokyo 2020: Let's 55 -Let's Go! Go!- with Mitsui Fudosan (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU) Sponsor: Tokyo 2020 Organising Committee, Co-Sponsor: Mitsui Fudosan Co., Ltd.
	August	14th Mitsui Fudosan Sports Academy for Tokyo 2020: Table Tennis Academy (Mitsui Shopping Park URBAN DOCK LaLaport TOYOSU)
	October - November	Mitsui Offices Sports Festival for TOKYO 2020: Futsal Cup 2018 (Toyosu Tent Dome)
	December	15th Mitsui Fudosan Sports Academy for Tokyo 2020: Tennis Academy (Yoshida Memorial Tennis Training Center)
2019	March	TRY!TOKYO 2020 (Kasumigaseki Building, Shinjuku Mitsui Building)

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