



For immediate release

City of Kashiwa
Mitsui Fudosan Co., Ltd.

**Arrive in Japan on September 9 for a Pretraining Camp
from September 10–14
The All Blacks, New Zealand’s rugby team,
will finally arrive in Kashiwa
Five top players have been chosen to appear in a supporting event
on September 14**

Tokyo, Japan, August 22, 2019—Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo and member of the Kashiwa Rugby Camp Committee, and the City of Kashiwa hereby announce that they have decided on various programs for the pretraining support camp for the New Zealand All Blacks rugby team’s visit to Japan.



Since the May 31, 2018 decision to hold the pretraining support camp, the City of Kashiwa and Mitsui Fudosan have been working on a number of initiatives, including production of Kashiwanoha promotional commercials featuring rugby players, public viewings for All Blacks matches and a business seminar. On October 20, 2018, an interaction event called Kashiwa Rugby Day was held and four All Blacks players took part.

Mitsui Fudosan is supporting the pretraining camp with the cooperation of a Kashiwa company providing transport and grounds as the host city, and by providing accommodation and meeting facilities. A three-pillared plan with the pretraining camp slogans of “Support,” “Dreams” and “Legacy” aims to cultivate dreams among children, promote sports and internationalization and energize the local community through various projects and events.

Then, various support programs have been determined ahead of the pretraining camp starting Tuesday, September 10, 2019, including city decorations, public viewings for All Blacks matches, stores for official merchandise, TV commercials, advertisements on Tokyo public transport (including trains and taxis) and a support event in which five All Blacks players will appear on Saturday, September 14. The city of Kashiwa has united to support the All Blacks in their pursuit of a third successive rugby World Cup crown and has planned the interaction event with players to raise excitement within the community.

Main Activities in 2018



May 31, 2018
Report on decision to hold the pretraining camp



May 31, 2018
Visit to Kashiwanoha Elementary School



November 2, 2018
Business seminar

■ Interaction Event with All Blacks Players

- Five All Blacks players will appear in the lead up to the finals in a supporting event held on Saturday, September 14

Kashiwa citizens, All Blacks fans and rugby supporters can join as one in the support event held on the last day of the pretraining camp.

* Event details will be released at a later date.

Date and time: Saturday, September 14 11:00–16:00

Place: Undecided



Kashiwa Rugby Day, held in the Kashiwa Station area on October 20, 2018

■ Measures to Raise Excitement within the City of Kashiwa and Kashiwanoha about the Pretraining Camp

1. All Blacks city decorations

Use images of the All Blacks as decorative livery on Tsukuba Express Line trains and Tobu buses and decorate areas around Kashiwa and Kashiwanoha-Campus Stations to thrill the entire neighborhood.

- Tsukuba Express Line trains to be given All Blacks decorations in a collaborative effort operating trains
Dates: Sunday, September 1–Saturday, November 2
- Tobu buses to be given All Blacks decorations in a collaborative effort operating buses
Dates: Sunday, May 26–November



- All Blacks decorations hung in areas such as the vicinities of Kashiwa and Kashiwanoha-Campus Stations



2. Public viewings

Public viewings will be set up at LaLaport KASHIWANOHA for All Blacks matches.

Pool match schedule

Saturday, September 21 vs South Africa; Wednesday, October 2 vs Canada; Sunday, October 6 vs Namibia; Saturday, October 12 vs Italy



Public viewing space for a 2018 match

3. Stores for official All Blacks merchandise

Stores where official All Blacks merchandise can be purchased will open at LaLaport KASHIWANOHA and Takashimaya in Kashiwa.

4. Air TV commercials

A series of special movies set on the Kashiwanoha campus, a central area for the pretraining camp, will air as TV commercials. Three All Blacks players on location at Gate Square, Kakedashi Yokocho and Aqua Terrace, famous places on the Kashiwanoha campus, will show a side never seen in their matches. About 100 people from the community will appear as extras in the movies, including local residents and members of the Kashiwa Rugby Football Association.

Players appearing

Angus Ta'avao, Tim Perry, Liam Coltman

Short movies

- Gate Square clip: Cute All Blacks players arrive in Kashiwanoha, posing while taking selfies



- Kakedashi Yokocho clip: Charming All Blacks players arrive in Kashiwanoha, enjoying the fried chicken they eat



Please refer to the special site below for more information about the All Blacks players, pretraining camp, events and the City of Kashiwa.

Special site: <https://kashiwa-allblacks.jp/>

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.

■Support

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

- Facilities: (1) Sports stadiums in Kashiwanoha Prefectural Park
(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
(148-2 Kashiwanoha Campus, 178-4 Wakashiba, Kashiwa-city, Chiba)



Sports stadium in Kashiwanoha



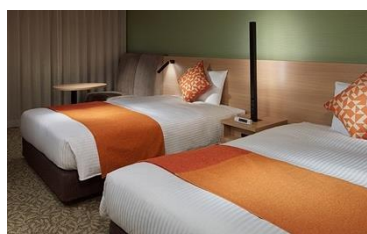
Kashiwanoha Elementary School Swimming pool



Kashiwanoha Elementary School Gymnasium



Mitsui Garden Hotel Kashiwa-



Kashiwa-no-ha Conference Center