

Information regarding the Fukushima Prefecture press tour for foreign press

2018/7/11

PR office for the 2018 1000km long-distance relay
"Ashita Eno Michi (Road to Tomorrow)"

The "2018 1000km long-distance relay Ashita Eno Michi (Road to Tomorrow)" makes a connection between disaster areas by supporting recovery efforts through the power of sports.

Information regarding the Fukushima Prefecture press tour for foreign press

- Date: August 2nd (Thu) ■ Location: Fukushima Prefecture (Fukushima City – Naraha City)

The PR office for the 2018 1000km long-distance relay "Ashita Eno Michi (Road to Tomorrow)," which is scheduled for July 24th (Tue), 2018 to August 7th (Tue), 2018, will be holding an international press tour for this relay.

The "2018 1000km long-distance relay Ashita Eno Michi (Road to Tomorrow)" will run from Aomori to Tokyo, connecting areas impacted by the 2011 East Japan major earthquake disaster (total length approximately 1300km, approximately 150 areas) via running and bicycling; by spreading the word about recovery efforts it endeavors to ensure that the memories of the disaster are not forgotten, and it intends to deepen the bond between participants from all over the country and those impacted by the disaster. With the start of this relay, we will be holding a press tour for international press that will visit the relay route and areas targeted for recovery in Fukushima (Fukushima City, Naraha City) and will include exchanges between relay participants and disaster area residents.

- Work being done by businesses to eliminate the reputational damage caused to agricultural products by the disaster
- Thoughts from the baseball stadium selected for the 2020 Tokyo Olympics and the notion of "recovery Olympics"
- The soccer training facility that has completed its role as a response base for the nuclear disaster and is now partly reopened

We wish to offer you the opportunity to report on such examples of people rising up to engage in recovery efforts. With the deepest respect we humbly ask that you take time out of your busy schedules to consider attending this press tour. If you will be able to participate, we ask that you confirm the below travel schedule for the press tour, fill out the separate form and submit it via fax or email.

＜プレスツアー概要＞

■ Tour schedule

- Meet: August 2nd (Thu), 5:55 a.m., Tokyo Station – Yaesu Chuo Exit
- Tour ends: August 2nd (Thu), 6:48 p.m., Tokyo Station – Arrive and disband

■ Coverage information

1. Exchanges to deepen the bond between relay participants and residents of disaster areas!

Fukushima City – Fukushima Prefectural Office 2018 1000km long-distance relay starting ceremony, interactive "fureai" running* Unlike "general running," which is for anyone in elementary school or older and involves running a distance of 1-10km, "fureai running" involves running for segments of 1-2km with a guest runner so that anyone can participate, including small children, the elderly, and the handicapped.*Members of the media may also participate in "fureai running" if they wish.



2. Eliminating reputational damage to agricultural products!

Sales figures that fell significantly after the earthquake disaster have recovered to levels higher than they were before the disaster! Fukushima City – Marusei Fruit Farm

3. Thoughts from the baseball stadium selected for the 2020 Tokyo Olympics and the notion of "recovery Olympics"

Fukushima City – Fukushima's prefectural Azuma Stadium



4. After serving as an operating base during the Dai-ichi Nuclear Reactor accident after the earthquake disaster, the J Village National Training Center is reopening on July 28th!

- a. Please abide by staff requests when photographing/filming during the tour.
- b. Should we receive numerous applications we may only be able to accommodate sign-ups on a first come, first served basis.

*For details about the "2018 1000km long-distance relay Ashita Eno Michi (Road to Tomorrow)," please visit the website listed to the right (<http://www.1000km.jp/>)

[Contacts for coverage information] (in Japanese)

"PR office for the 2018 1000km long-distance relay Ashita Eno Michi (Road to Tomorrow)"

Phone : 03-5775-7970 Fax: 03-3479-1246 E-mail: pr@1000km.jp

Representatives: Obara (090-9854-9542), Kawakami (080-3003-6684), Kikuchi (080-3918-2938)

[English correspondence] TEL : 03-6804-1533 (Kaiho) E-mail: pr@1000km.jp

**Fukushima press tour for foreign press – the 2018 1000km long-distance relay
 “Ashita Eno Michi (Road to Tomorrow)”
 [Travel Schedule]**

Travel Schedule			
8/2 (Thu)	05:55	Assemble – Tokyo Station, Yaesu Chuo Exit	
	06:12	Depart Tokyo Station (Tohoku Shinkansen Tsubasa 121 for Shinjo)	
	07:44	Arrive at Fukushima Station – Shinkansen gate, west exit	
	08:00	Depart Fukushima Station via chartered bus	
	08:15	[Coverage 1] Fukushima City – Fukushima Prefectural Office •Coverage of the starting ceremony for the 10th day of the 2018 1000km long-distance relay•Coverage of and participation in (for interested members of the media) “fureai running”* Unlike “general running,” which is for anyone in elementary school or older and involves running a distance of 1-10km, “fureai running” involves running for segments of 1-2km with a guest runner so that anyone can participate, including small children, the elderly, and the handicapped.	Approx. 60 min
	09:30	Transfer by bus	Approx. 30 min
	10:00	[Coverage 2] Fukushima City–Marusei Fruit Farm •The specific struggles and adjustments made by this business after the earthquake disaster •The specific steps that went into obtaining a GAP (Good Agricultural Practice) certification to prevent reputational damage •Future issues and prospects	Approx. 45 min
	10:45	Transfer by bus	Approx. 45 min
	11:30	[Coverage 3] Fukushima City – Fukushima’s prefectural Azuma Stadium •Reputational damage and changes in usage after the earthquake disaster •Thoughts on being Fukushima’s only sports facility selected for the 2020 Tokyo Olympics, and steps taken to spread the word about recovery efforts •Issues and perspectives ahead of the 2020 Tokyo Olympics	Approx. 45 min
	12:15	Transfer by bus and lunch on the bus	Approx. 150 min
	14:45	[Coverage 4] Naraha City – “J Village National Training Center” •Observations of the partially reopened facility •A look into the facility when it was used as an operating base during the Dai-ichi nuclear reactor incident following the earthquake disaster and perspectives on its reopening. •Steps taken in preparation for the 2020 Tokyo Olympics and future prospects	Approx. 45 min
	15:30	Transfer by bus	Approx. 105 min
	17:15	Arrive at Koriyama Station	
	17:30	Depart Koriyama Station (Tohoku Shinkansen, Yamabiko 150 for Tokyo)	
	18:48	Arrive at Tokyo Station and disband	

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[Coverage location details]

Coverage 1 – Fukushima City – Fukushima

Prefectural Office<Exchanges to deepen the bond between relay participants and residents of disaster areas!>

“2018 1000km long-distance relay”

Coverage of: •Starting ceremony •Interactive “fureai running”

*Unlike “general running,” which is for anyone in elementary school or older and involves running a distance of 1-10km, “fureai running” involves running for segments of 1-2km with a guest runner so that anyone can participate, including small children, the elderly, and the handicapped.*Members of the media may also participate in “fureai running.” Prior registration is necessary in order to participate.



Coverage 2 – Fukushima City – Marusei Fruit Farm

<Sales figures that fell significantly after the earthquake disaster have recovered to levels higher than they were before the disaster!>

After the East Japan Major Earthquake Disaster and Tokyo Electric Dai-ichi Fukushima Nuclear Plant incident, Marusei Fruit Farm took steps to becoming GAP (Good Agricultural Practice) certified in order to eliminate reputational damage. They were JGAP certified (the Japanese version of GAP) in June of 2013, and global GAP certified in December of 2016; despite sales having fallen after the disaster, through these GAP measures they were able to restore sales to pre-disaster levels by 2016, and in 2017 surpassed those sales. Because of their GAP measures and efforts to spread the word about the benefits and safety of Fukushima's produce via their café businesses, Marusei Fruit Farm won the gold medal at the 3rd Fukushima Economics/Agriculture/Artisan awards.



Coverage 3 – Fukushima City – Fukushima's prefectural Azuma Stadium

<Thoughts from the baseball stadium selected for the 2020 Tokyo Olympics and the notion of “recovery Olympics”>

With a capacity of 30,000 (including infield and outfield), this stadium is capable of accommodating a variety of games ranging from high school to professional baseball.

The “2018 Japan vs. USA Softball Match,” in which the U.S. women's softball team faced Japan's national team “TOP,” was held on June 23rd, 2018 and drew 7000 enthusiastic spectators. A portion of the baseball/softball matches in the 2020 Tokyo Olympics will be held here.



Coverage 4 – Naraha City – J Village National Training Center

< Reopening on July 28th after serving as an operating base during the Dai-ichi Nuclear Reactor accident after the earthquake disaster>

J Village was established in 1997 as Japan's first national soccer training center; since its inception it has hosted Japan's world cup national team's training camp and has hosted events and training camps for numerous teams in a variety of categories.

The facility was out of operation due to the East Japan Major Earthquake Disaster of March 2011, and having completed its role as an operating base during the Tokyo Electric Fukushima Dai-ichi Nuclear Reactor incident, it is finally reopening on July 28th (Sat) after 7 years and 4 months.

The facilities that will reopen include 5 natural grass fields, 1 artificial turf field, the stadium, hotel, and restaurant.



[Press coverage sign-up form (return via fax)]
2018 1000km long-distance relay Ashita Eno Michi (Road to Tomorrow)
Fukushima Prefecture press tour for foreign press

*** Please respond by 5 p.m. on July 18th, 2018 (Wed).**

F A X : 0 3 - 3 4 7 9 - 1 2 4 6

Company Name	
Name of media (division)	
Representative's name(s)	〈__ total people〉
Type and number of cameras	Pen: / Still: / Movie:
Contact information / cell phone number e-mail	
Air / publish date (tentative is fine)	
Participation in "fureai running"	<input type="checkbox"/> Participating [T-shirt size] S / M / L / LL <input type="checkbox"/> Not participating *Please check one of the above. If participating, please circle your t-shirt size.

- a. Please abide by staff requests when photographing/filming.
 b. Should we receive numerous applications we may only be able to accommodate sign-ups on a first come, first served basis.

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