



"Yamanashi does wonders to your skin"

Information on Press Conference on Yamanashi Beauty Project commemorating World Heritage registration of Mt. Fuji

やまなしは、肌がいい。

女性も
美しくなる
山梨県



甲州ワインに桃、ぶどう。富士山が見える温泉まで。
女の人はごきげんだと、肌の調子まで良くなるもの。
嬉しいものいっぱいのやまなしで、
あなたのきれいを見つけてください。





Rila Fukushima, actress, model and star of the Hollywood movie "The Wolverine," has been appointed PR Director General for the Yamanashi Beauty Project. She announces the launch of this project, in commemoration of the World Heritage registration of Mt. Fuji.

Date and Time:

Tues. Oct. 8th. 2013 / from 11:10 to 12:05 (Reception starts at 10:30)

Place:

KITTE, 1st Floor Atrium / 2-7-2 Marunouchi, Chiyoda-ku, Tokyo

Appearance by:

Rila Fukushima (Star of Hollywood movie "The Wolverine")

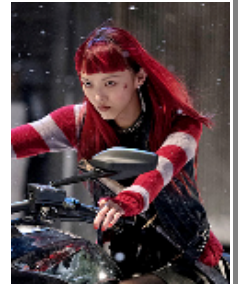
Mikan (Impersonator/Entertainer)

Shomei Yokouchi (Governor of Yamanashi Prefecture)

Sponsor:

Yamanashi Prefecture

10・8 (tue)
11:10 start



Rila Fukushima
(actress,model)

To the Ladies & Gentlemen of the press;

It is with great pleasure for the Yamanashi Prefectural Government, to invite you to the press conference to announce the launch of the Yamanashi Beauty Project.

Under the concept of "Yamanashi can make women beautiful," Yamanashi Prefecture has set up a PR Department devoted to the "Yamanashi Beauty Project" to promote and disseminate information on the rich local resources of Yamanashi Prefecture.

This year, the emphasis is on produce and products that can enhance health and beauty.

At the Press Conference, model and actress Rila Fukushima who has been appointed PR Director General for the Yamanashi Beauty Project, and Mikan, impersonator/Entertainer will be appearing.

Rila Fukushima will address the international media & bloggers invited to the press conference in an English speech. She will announce the launch of the Project promoting the effects of Yamanashi resources on health and beautiful skin. There will also be an opportunity to sample and purchase Yamanashi Wine from 10:00 to 20:00 at Tokyo City i, located in the basement of KITTE, right across Tokyo Station.

With the registration of Mt. Fuji as a World Culture Heritage, there is great interest in Yamanashi Prefecture. Since this is a prefecture with many items that can contribute to "beauty," the aim of this campaign is to appeal our prefecture as Yamanashi, a prefecture where women can become even more beautiful."

Products such as wine, onsen (hot spas), fruit, nature, and power spots will be introduced on the official facebook page, and be registered as the "Yamanashi Beauty Wonders" based on the number of "likes" acquired.

(Official facebook URL: <http://www.yamanashibeauty.com>)

We look forward to your attendance.

Sincerely yours,

Shomei Yokouchi

Governor of Yamanashi

For more information, please contact:

Secretariat of PR Department for Yamanashi Beauty Project (dig up, Ltd.)

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TEL: 03-5795-2740 / FAX: 03-5795-2741



Application Form for Attendance

Please FAX : 03-5795-2741

Press Conference, Yamanashi Beauty Project commemorating World Heritage registration of Mt. Fuji

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☐ Will attend

☐ Will not Attend

Name of Company :

Name of Media :

Your Name :

Name of Attendee(s):

Number of Camera(s):

Phone Number :

Fax Number :

Mobile Number:

E-mail :

Questions or comments you may have:

Please send above fax no later than Fri. Oct.4th.

For more information, please contact:

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