

SPORTS LEGACY

TOKYO MARATHON FOUNDATION

Tokyo Marathon Foundation Sports Legacy Program Program Contents

Since 2018, the Tokyo Marathon Foundation Sports Legacy Program, in addition to its activities based on the four key words of Dreams, Environments, Expansion, and Contributions, has re-designated its "Great East Japan Earthquake Recovery Support Program" as "Sports Legacy Programs (2) and (3)." Through these two programs, it is carrying out activities that aid disaster-struck Tohoku areas.

▼ Sports Legacy Program contents for fiscal 2018

Sports Legacy Program (1) **Creating a society where people can enjoy new lifestyle anchored by sports**

The goal of this project is to promote opportunities to understand nature of sports and how sports impacts our future generation by sharing ideas to ultimately creating a society that allows sports to be the center of our lives.

[Projects planned for fiscal 2018]

- Diamond Athlete Program <Sports Dream>
(Organizer: Japan Association of Athletics Federations <https://www.jaaf.or.jp/diamond/>)
- Project EXCEED Challenge Program <Sports Dream>
(Organizer: Japan industrial track & field association)
- Running course improvement and vitalization <Sports Environment>
- Kids Athletics Program X Tokyo Marathon Style <Sports Expansion> (Organizer: Kids Athletics JAPAN)
- Wheelchair Track-and-field Challenge Support <Sports Expansion>
(Organizer: Wheelchair Athlete Club Socio Soejima)
- Kids & FAMILYMPIC (Wheelchair Transaction Event) <Sports Contribution>
(Organizer: Tokyo Sports Association for the Disabled)



Sports Legacy Program (2) **Recovery support for children in disaster-struck areas through "Kids Athletics x Tohoku Caravan" sports activities**

Last year, the Kids Athletics Program activities that primarily had been carried out along the Tokyo Marathon route (seven cities) to support and raise awareness of sporting events have expanded to the disaster-struck Tohoku region as well. The program continues to provide support and encouragement through sports to people in the area, who still struggles with severe problems.

[Projects planned for fiscal 2018]

- Kids Athletics x Tohoku Caravan <Sports Expansion>
(to be held in three schools in Miyako City, Iwate Prefecture; Tome City, Miyagi Prefecture; and Minamisoma City, Fukushima Prefecture)



* Photos show last year's "Kids Athletics x Tokyo Marathon Style".

Sports Legacy Program (3)

Disaster-struck areas educational project <Sports Contribution>

Sports have the power to give courage, hope, and dreams to children, young adults, and people facing adversity. This program supports the efforts to tackle social problems through activities such as sporting events, helping foster the creation of an environment that provides Japan with even greater vigor. The program welcomes support from anyone who wants to help the Tohoku region through the power of running.

* Donations received by the Tokyo Marathon Foundation will be divided between the IWATE Learning Hope Fund, the Great East Japan Earthquake Miyagi Children's Fund, and the Great East Japan Earthquake Fukushima Children's Fund based on the number of minors within the scope of the projects in the three disaster-struck prefectures.

▼ **Tokyo Marathon Foundation Sports Legacy Program Charity Ambassadors**

Megumi Oshima / Women's marathon Olympian



I want to pass on peoples' ambitions, hopes, dreams, foundations, growth, and power of sports to people of all ages through the activities of the Sports Legacy Program! Thank you for your support!

M Takashi / Impressionist comedian



The Sports Legacy Program serves as a bridge between runners, volunteers, staff, and spectators, and I want to continue to support its efforts to create a growing circle of joy, bringing energy, happiness, and health to all those who love sports!

Yu Nakamura / Television personality and runner



Last year, as an ambassador, I took part in various Sports Legacy Program activities and wrote reports about them. They were all wonderful activities that promotes warm and happier future. As a sports lover, I am overjoyed to continue to serve as an ambassador!

Atsushi Shikano / Music journalist



The Tokyo Marathon brings together people of all races with various values and lifestyles, who come from all around the world. By running together, participants enjoy sharing these values and lifestyles with others, and even when they don't share them, they enjoy affirming the values of other runners. I support all runners, who enjoy this potential.

▼ **Sports Legacy Program**

Expectation and interest for power of sports has been on the rise since the day Tokyo was nominated to host 2020 Olympic Games and Paralympic Games. To not end Olympic Games as merely a sporting event, a great deal of attentions is drawn to make the event to have a lasting and positive impact on society.

To support this, the Tokyo Marathon Foundation has implemented the Sports Legacy Program since June 2014, to make sports as basis of happiness. This will create a legacy in bringing brighter future in 21st century for not only Tokyo but entire Japan, regardless of the sports being competitive or recreational.

For details, please see the Sports Legacy Program official website (<http://sportslegacy.jp>).

*Available only in Japanese