

April 20, 2017

Reconstruction Assistance Activities
“Operation Slimmer and Healthier” (SUKOYAKARADA DAISAKUSEN)
Held in Iwate Prefecture
- Recreation with the Athletes or Holding a Lifestyle Seminar -

ONO PHARMACEUTICAL CO., LTD. (Osaka, Japan; President, Representative Director and CEO, Gyo Sagara) and a non-operating profit corporation, Sports Community & Intelligence mechanism (Secretariat: Kobe, Japan; Vice President; Kan Suzuki) announced that the reconstruction assistance activities "SUKOYAKARADA DAISAKUSEN in Iwate" was held on Saturday April 15, 2017 at Ofunato public gymnasium in Iwate Prefecture.

This event was organized to convey the joy of sports and exercises to children responsible for the next generation and let them improve the lifestyle habit because the rate of obesity tendency in children in Tohoku three prefectures (Fukushima, Miyagi and Iwate) is higher than that in other prefectures and the problem of childhood overweight in these regions is needed to be addressed. The 1st event was held in March 2015 in Aizu Misato-machi, Onuma-gun, Fukushima Prefecture, followed by the 2nd one held in March 2016 in Ishinomaki City, Miyagi Prefecture. Subsequently, this 3rd event was held in Ofunato City in Iwate, and 54 elementary school children (from the 1st to 3rd grade) who live in Ofunato City and Rikuzentakata City joined the event with their parents.

In the first half of the event, guest athletes demonstrated the competition so that children can experience by themselves. Children cheered from close up with shining eyes their high-level performance. In the second half for sports recreation, children were divided into 3 teams, experienced and enjoyed with a smile each competition of football, badminton, and trampoline in order. At the end of the event, the “Tamaire” game was taken place as a mini-athletic festival in which all guest athletes joined.

Furthermore, "SUKOYAKARADA DAISAKUSEN" aims to reduce childhood obesity in the whole family by the participation of not only children but also their parents. In addition to the sports recreation, a health seminar for the parents was held by inviting physician who specializes in lifestyle-related diseases to improve their lifestyle habit.



Post-program of "SUKOYAKARADA DAISAKUSEN in Iwate"

Beginning from this event held on Saturday April 15, the following post-programs will be held to the participants in this event from the end of April to June toward spring sports festivals, for the sake of conveying the joy of sports and settling the exercise habits.

Purpose:	To deepen understanding of "joy of sports and exercises", and let participating children settle exercise habits.	
Schedule date:	April 23 (Sun)	To master the basics of run, jump and throw
	May 14 (Sun)	To enjoy footrace, relay, etc. in the pre-sports festival
	June 10 (Sat)	To enjoy ball-games
Target participants:	To be recruited from the participants in the event of "SUKOYAKARADA DAISAKUSEN in Iwate" held on Saturday April 15, 2017	



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