

The special contest website is up! Now taking video submissions!

Announcing a video contest to rally support for 2020!

~Officially recognized as part of the Beyond 2020 Program by the Cabinet Secretariat
Headquarters of Japan~



Kadokawa Corporation has launched the official special contest website for the Hurray! Hurray! 2020 Video Contest (<https://hurehure2020.com/en/>) and has begun taking video submissions (Kadokawa is headquartered in Chiyoda, Tokyo and headed by Representative Director and President Masaki Matsubara). Create a movie to tell the whole world what you're working hard at these days, or about an activity you want to popularize. This project is designed to create and build excitement as we head towards 2020.

This FY2017 Research Project for Promoting the Basic Policy for the Olympic and Paralympic Games was commissioned by the Cabinet Secretariat Headquarters of Japan for the Promotion of the Tokyo Olympic and Paralympic Games.

What are you striving towards these days? Is it music, dance, sports, art, a traditional cultural pursuit? We're looking for videos about activities that you're getting excited about as we get closer to 2020. Are you passionate about a hobby or club activity? Want to support your local festivals or keep traditional techniques alive? Or maybe you're a creative type who wants to popularize art or film. No matter what your topic, you're

welcome to participate! Create a movie that explains how you feel about your dreams—the message you want to get out to the world.

The contest will be judged by comedian Shingo Fujimori of Oriental Radio, prosthetic leg model GIMICO, and Shinichiro Inoue, Representative Director of Kadokawa Corporation. The winner individuals and/or groups will be presented with their awards and have their contest submissions shown at a theater in Tokyo on Friday, December 15, starting at 7 PM. We'll show scenes from the day of the awards event online, including via niconico live broadcast.

We're looking forward to getting passionate entries from around Japan and around the world!

■ "Hurray! Hurray! 2020" Video Contest Entry requirements

【Schedule】

Contest entry period : August 29, 2017 (Tue) at noon through October 20, 2017 (Fri) at noon (Japan Standard Time)

showing : Winners will be announced on this website in early December. The winner individuals and/or groups will be presented with their awards and have their contest submissions shown at a theater in Tokyo on Friday, December 15, starting at 7 PM.

Note: Planned to be shown via niconico live broadcast, etc.

【Video submission method】

- If you have a YouTube or niconico account, you can enter the contest by uploading your video to your own account. If you don't have an account on either site, you can upload your video directly by using the video submission form.

- Your video must be between 10 seconds and 10 minutes. Smartphone videos are welcome!

- Contest participants can be any age, gender, or nationality. Pros and amateurs are both welcome. You don't even have to live in Japan! If you are sending us a film from overseas, please include your message for Japan as we gear up for 2020. Minors must get parental permission.

【Categories and prizes】

The judges will pick one video to receive a gold, silver, and bronze award from both the performance and creative video categories. Videos will also be selected for special mention.

◆Performance category

Submit a video featuring whatever you're wrapped up in with your sights set on 2020. It could be music, dance, a club activity, something in your local community, a hobby—whatever!



(Keio University SHAMGOD)

◆Creative video category

Communicate the message you want to send in preparation for 2020 on film. Create a funny animated skin, a heart-wrenching documentary, an amazing flip-book comic—wherever your creative fancy takes you.



【Judges】



◆Shingo Fujimori of Oriental Radio (comedian)

Shingo Fujimori was born in Nagano Prefecture in 1983. He is popularly known for his chara-otokoplayboy character as part of the comedy duo Oriental Radio. He is also a member of the dance and vocal group Radio Fish. Fujimori also made headlines for his collaborative work with Daichi Miura at AsiaProgress 2017 and his appearance at the 2016 NHK Kohaku Uta Gassen [Year-end Song Festival].

◆GIMICO (prosthetic leg model)

Gimico was born in Gunma Prefecture. She got her first break when modeling a prosthetic leg designed by Mika Ninagawa for a collaborative medical and art exhibit at the Mori Art Museum. Since then, her edgy look has secured her a place in numerous other works. She is also well-known abroad, her story given in-depth coverage on a popular French TV program, for example. Gimico made an appearance at the flag handover ceremony during the closing ceremonies for the 2016 Rio Paralympic Games.

◆Shinichiro Inoue (Representative Director of Kadokawa Corporation)

Shinichiro Inoue was born in Tokyo in 1959. He worked in various capacities, including as founding editor-in-chief for the Monthly Shonen Ace manga magazine, before taking charge of Kadokawa's entire content business, from printed materials to film. His recent productions include Sadako vs. Kayako (2016), Satoshi no Seishun [Satoshi: A Movie for Tomorrow] (2016), and Namiya Zakkaten no Kiseki [Miracles of the Namiya General Store] (scheduled for release on September 23).

'-->For details on how to enter, visit the Hurray! Hurray! 2020 special contest website!

<https://hurehure2020.com/en/>

Note: Online content subject to change

■ This project is officially recognized under the Beyond 2020 Program. The aim of the program is to generate excitement across Japan by promoting the participation of diverse groups from across the country. It is officially described as "a cultural program that seeks to create a legacy that future generations of a mature society can take pride in by tapping into one of Japan's greatest strengths—the diverse community practices and rich regional cultures of its people."

■ Key visuals provided by majocco (<http://majocco.info>), one of the most popular illustrators among young people today.

For more information on this press release:
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Note: We can only respond to inquiries written in English or Japanese.

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