

KADOKAWA Becomes Tokyo 2020 Official Publishing Services Supporter

KADOKAWA CORPORATION (Headquarters: Chiyoda-ku, Tokyo, Representative Director and President: Masaki Matsubara) has signed the “Tokyo 2020 Official Supporter Agreement” with the Tokyo Organising Committee of Tokyo 2020 Games to join the “Tokyo 2020 Sponsorship Programme” and become a Tokyo 2020 Official Supporter in the category of “Books and Magazines Publishing Services”.



Under the agreement, KADOKAWA is prepared to contribute to the success of the Tokyo 2020 Games through our publishing services.

■ Agreement Overview

Agreement Program	Tokyo 2020 Sponsorship Programme
Agreement Details	Official Supporter (Books and Magazines Publishing Services) The partner will promote the Olympic and Paralympic Movements, support the Japan Olympic and Paralympic Teams, and contribute to the success of the Olympic and Paralympic Games Tokyo2020 by using official designations, trademarks and services
Agreement Period	From the date of the agreement through December 31, 2020
Coverage	<Games> The Games of the XXXII Olympiad (Tokyo 2020) The Tokyo 2020 Paralympic Games <Japan Olympic and Paralympic teams> The Third Winter Youth Olympic Games (Lausanne 2020) The Games of the XXXII Olympiad (Tokyo 2020) The Tokyo 2020 Paralympic Games
Territory	Within Japan

■ About KADOKAWA

KADOKAWA has, since our foundation in 1945, continued to deliver to the world a diverse range of content which are innovative yet rooted in the traditions of Japan, under our company's creed of "Fueki Ryuko" (fluidity and immutability).

Today, with publishing at the core of our business, we have expanded our content into various media including live action video, animation and games to provide entertainment which have become more popular worldwide.

The broad range of content created by KADOKAWA can bring joy, knowledge, dreams and excitement to all people. We have entered into this sponsorship agreement believing that sharing such content to a wide audience can contribute to realizing the inclusive and diverse society that the Tokyo 2020 Games aims to achieve.

For the Tokyo 2020 Games, KADOKAWA is prepared to deliver, through our publishing services, our editing skills and other expertise developed throughout our history, a variety of information to the multitude of visitors coming from all parts of the world, including the delegation from all of the respective countries and regions participating to the Tokyo 2020 Games. In the "form" of publications, we will, in collaboration with the other partner companies, seek to capture the many stories to be newly created from the Tokyo 2020 Games which can be shared with and carried on by the future generations.

■ KADOKAWA's Activities to Build Momentum for the Tokyo 2020 Games

KADOKAWA has, with a view to building momentum for the Tokyo 2020 Games from a cultural standpoint, implemented a trial research project for the governmental Basic Policy for Promoting Measures related to Preparations for and Management of the Olympic and Paralympic Games Tokyo 2020 for three consecutive years, entrusted by the Japanese Cabinet Secretariat Tokyo Olympic/Paralympic Promotional Headquarters Office.

● 2016: "Stories About Your Town" Contest

Our user-generated novel publishing platform "KAKUYOMU" held a contest for essays and short novels which can best convey the attractiveness of specific regional locations in Japan, after which copies of the collection of such works were distributed to the libraries nationwide. Overall, we have received a total of 1,089 titles featuring all 47 prefectures in Japan.

● 2017: "Hurray! Hurray! 2020" Video Contest

We held a contest for videos on "Activity I'm Working Hard On, Eyeing Year 2020" and screened the most outstanding works in movie theaters. Overall, we have received a total of 329 works (includes 34 videos created by the disabled and 18 by those of Non-Japanese nationality).

● 2018: "Boat and Waterfront Art Project" (Cosponsored with Sumida Ward, Tokyo)

We invited 3 internationally-acclaimed modern artists and held an art event in use of the waterfront space so as to communicate the historic value of the Sumida River.

<Contact For More Information>

KADOKAWA CORPORATION Y2021 Department

E-mail : r2021-tokyo2020@ml.kadokawa.jp

Official Website : <https://ir.kadokawa.co.jp/global/>