

August 30, 2018

Dear all

Coca-Cola Bottlers Japan Inc.

Your product purchase will support athletes.

“Saitama Prefecture’s First Unit of JOC Olympic Support Vending Machine, Judo Design Version” was installed

Ceremony was held to celebrate the installation of the first unit at Fujizuka Daiichi Park, Miyoshi Town, on August 30 (Thu.)

On August 30 (Thursday), Coca-Cola Bottlers Japan Inc. (HQ: Minato-ku, Tokyo, Representative Director and President: Tamio Yoshimatsu) installed “Saitama Prefecture’s first unit of JOC Olympic Support Vending Machine, Judo Design Version” in Fujizuka Daiichi Park and held an installation ceremony with guests including Mr. Isao Hayashi, the mayor of Miyoshi Town, invited.

Miyoshi Town, Saitama Prefecture, is registered as the host town for the Netherlands for Olympic and Paralympic Games Tokyo 2020. As the town is promoting the arrangement of training camps and cultural exchange through judo, it endorsed the spirit of our activity, which led to the installation of “JOC Olympic Support Vending Machine”. The vending machine installed this time sports a design associated with judo on the front, and the part of proceeds from this vending machine will be utilized as a contribution to support athletes aiming for Olympic Games Tokyo 2020.

In partnership with the Japanese Olympic Committee (JOC), Coca-Cola System has been running “JOC Olympic Athletes High Performance Support Program with Coca-Cola” organized by the committee. The objectives of this program is to support athletes aiming for the Olympics and also to promote the Olympic movement, and as the part of the program, we have been deploying “JOC Olympic Support Vending Machine” since January 2016. It is our intention to continue to install and spread JOC Olympic Support Vending Machines, promote the support for athletes aiming for the Tokyo 2020 Olympics to the users of vending machines and also drive further momentum for the Olympic Games.



With “JOC Olympic Support Vending Machine, Judo Design Version” that sports a Judo design on the front

From left: Mr. Yasuhiro Kondo (Director of Miyoshi Town Urban Planning Division), Mrs. Yumika Momotomi (Director of Miyoshi Town Policy Promotion Office), Mr. Isao Hayashi (Mayor of Miyoshi), Toshiyuki Ninomiya (Head of CCBJI’s Saitama Branch 2), Atsushi Ohno (Head of CCBJI’s Vending Tokorozawa Branch)

【Reference】

Overview of “JOC Olympic athletes high performance support program with Coca-Cola”
Sponsored by Japanese Olympic Committee

“JOC Olympic athletes high performance support program with Coca-Cola” is a collaborative effort between the Japanese Olympic Committee (JOC) and its worldwide Olympic partner Coca-Cola that donates several yen for every soft drink purchased from a vending machine with JOC’s message poster or an original design wrapping with the Olympics athletic events.

Donations are donated to JOC through the various bottling companies and are used to aid in strengthening athletes of highly-anticipated associations for the 2020 Olympics as well as in promoting the Olympic movement.

Total amount of donations and their use (Olympic sports associations granted the donations) are updated on JOC’s homepage.

(Support Programs page on JOC official website: <http://www.joc.or.jp/donation/athletes02/>)



*The illustration may not be an accurate reflection of the actual color or design.