

January 25, 2019

Dear all

Coca-Cola Bottlers Japan Inc.

“Agreement on the installation of JOC Olympic Support Vending Machine” was signed with Niiza City

CCBJI promotes the Olympic movement through the installation of “JOC Olympic support vending machine with a rifle shooting design”

On January 25 (Friday), Coca-Cola Bottlers Japan Inc. (hereafter “CCBJI”), based in Minato-ku, Tokyo, and headed by Representative Director & President Tamio Yoshimatsu, signed the “Agreement on the installation of JOC Olympic support vending machine” with Niiza City (Mayor: Masaru Namiki), Saitama Prefecture. Based on this agreement, “JOC Olympic support vending machine with a rifle shooting design” will be installed in 2 locations in Niiza City.

As shooting sports events of the Olympic Games Tokyo 2020 are scheduled to be held at Japan Ground Self-Defense Force’s Asaka Training Field located in Niiza City, Saitama Prefecture, the city endorsed the objective of CCBJI’s JOC Olympic support vending machine activity and signed the agreement. Based on this agreement, JOC Olympic support vending machines decorated with a rifle shooting design will be installed throughout the city. The part of proceeds from these vending machines will be utilized as a contribution to support athletes aiming for the 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 Olympic Games and also to promote the Olympic movement, and as the part of the program, CCBJI has been installing “JOC Olympic support vending machine” since January 2016. It is our intention to continue to install and spread JOC Olympic support vending machines, raise the awareness toward the support for athletes aiming for the Olympic Games Tokyo 2020 among the users of vending machines and also drive further momentum for the Olympic Games.



From the left: Mr. Ikuo Nagao (Executive Director of General Policy Department, Niiza City), Mr. Masaru Namiki (Mayor of Niiza)
Toshiyuki Ninomiya (Head of CCBJI’s Saitama Branch 2), Atsushi Ohno (Head of CCBJI’s Vending Tokorozawa Branch)

【Locations where JOC Olympic support vending machines will be installed in Niiza City】

- Niiza City Children’s Center 1 unit
- Underground bicycle parking area by the south exit of Niiza Station 1 unit

【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: https://www.joc.or.jp/donation/athletes_02/)



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