March 4, 2019

Dear all

Coca-Cola Bottlers Japan Inc.

First time in Fujieda City! "JOC Olympic fundraising vending machines" are placed at the south entrance of Fujieda Station
~Offering assistance for strengthening of athletes who aim for the Tokyo 2020 Olympics and promoting the Olympic movement~

Coca-Cola Bottlers Japan Inc. (Head Office: Minato Ward, Tokyo, Representative Director & President: Tamio Yoshimatsu) on February 25 (Mon), placed the Fujieda City’s first “JOC Olympic fundraising vending machines” at the south entrance of Fujieda Station.

Fujieda City in Shizuoka Prefecture has been appointed as the prior residential training site for the Italian judo team and rifle team for the Tokyo 2020 Olympics, and the camp training is being implemented there. Through the camp training, Fujieda City not only strengthens support for the said teams, but also tries to interact with the citizens and aims to promote the Olympic movement which includes continuous human resource development and cultural exchanges, and accordingly it has agreed to the program, and the placement of the vending machines has been realized. The vending machines placed this time were composed of the one with a judo-inspired design and the one with a rifle-inspired design respectively on front of the machines. Part of the sales proceeds from the vending machines will be used as a donation to offer assistance for strengthening athletes who aim for the Tokyo 2020 Olympics.

Coca-Cola System jointly implements “JOC Olympic Athletes Strengthening Support Program with Coca-Cola” hosted by Japanese Olympic Committee (JOC). This program is intended to strengthen athletes who aim for the Olympics and promote the Olympic movement. And as a part its activities, it has been rolling out the “JOC Olympic fundraising vending machines” since Jan. 2016. CCBJI will make efforts to place and spread the JOC Olympic fundraising vending machines, and appeal assistance for strengthening athletes who aim for the Tokyo 2020 Olympics to the vending machine customers to further arouse the mood of hosting the Olympics.
■ Placement date: Feb. 25 (Mon), 2019

■ Placement place: South entrance of Fujieda Station
  (Fujieda City, Shizuoka Prefecture)
  (Left) Rifle design
  (Right) Judo design
“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
Support Programs page on JOC official website

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