

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

[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

Support Programs page on JOC official website

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

The screenshot shows the official website of the Japan Olympic Committee (JOC) for its support programs. The page is titled "JOCオリンピック選手強化支援プログラム with Coca-Cola" and features a vibrant, colorful background with silhouettes of athletes. At the top, there is a navigation bar with links for HOME, ニュース, 写真, プリンター, 大会, 動画, オリンピズム, and JOCについて. Below the navigation bar, the page displays the JOC logo, the Coca-Cola logo, and the text "JOCオフィシャルパートナー" and "JOCオリンピック選手強化支援プログラム with Coca-Cola".

The main content area is titled "あなたの一本がアスリートを支える JOCオリンピック支援自販機" (Your one bottle supports athletes, JOC Olympic support vending machine). It includes a photo of a Coca-Cola vending machine and a video player showing a man speaking. Below this, a "寄付方法" (Donation Method) section outlines a three-step process:

- STEP 1 製品購入者** (Product Purchaser): JOC Olympic support vending machines are purchased and stocked with products.
- STEP 2 コカ・コーラシステム** (Coca-Cola System): The purchased vending machines are used to purchase products from the Coca-Cola System, which are then donated to the JOC.
- STEP 3 日本オリンピック委員会 (JOC)** (Japan Olympic Committee): The JOC receives the donated products and distributes them to various sports teams.

Below the donation method, a video player shows a man speaking. To the right, a box titled "よくあるご質問" (Frequently Asked Questions) lists questions about the program, donation methods, and vending machine locations. At the bottom, a map of Japan is shown with callouts to various Coca-Cola bottling areas (CCBC) that have supported the program, including Chubu, Tohoku, Kanto, and Kyushu regions.

寄付累計金額
45,878,027円
 2018年12月末時点の合計です。
2018年10月1日現在、この金額は2018年10月1日現在の累計金額です。2018年10月1日現在の累計金額は、2018年10月1日現在の累計金額です。2018年10月1日現在の累計金額は、2018年10月1日現在の累計金額です。

よくあるご質問
 このプログラムについて
 寄付金について
 自販機設置について

JOCオリンピック支援自販機の設置にご協力いただいた団体、企業、個人の皆様を全国のコカ・コーラボトラー社別に記載させていただきました。

- あいちCCBCエリア
- 北陸CCBCエリア
- CCB近畿・関西エリア
- CCB北日本エリア
- 北海CCBCエリア
- CCB山梨日本エリア
- CCB山梨東エリア
- CCB山梨西エリア
- CCB山梨南エリア
- CCB山梨北エリア
- CCB山梨中日本エリア
- 沖縄CCBCエリア