March 19, 2019

Dear all,

Coca-Cola Bottlers Japan Inc.

~Offering assistance for strengthening of athletes who aim for the Tokyo 2020 Olympics and promoting the Olympic movement~

First time in Kurume City! "JOC Olympic fundraising vending machines" are placed

On Tuesday, March 19 in three places in Kurume City’s Higashi-machi, Ryogae-cho, and Chuo Parks

Coca-Cola Bottlers Japan Inc. (Head Office: Minato Ward, Tokyo, Representative Director & President: Tamio Yoshimatsu) on Tuesday, March 19 placed the Kurume City’s first “JOC Olympic fundraising vending machines” in three places in the city; Higashi-machi, Ryogae-cho, and Chuo Parks, supported by understanding and cooperation of city’s park management center.

Kurume City 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. Each of the vending machines placed this time has a design of Olympic sports in front. 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: Tuesday, March 19, 2019

[Photo] Higashi-machi Park (26, Higashimachi, Kurume City)
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/