

# The Host Town Initiative



Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat

Local towns in Japan welcome athletes from all over the world who are taking part in the Tokyo Games.

Those “Host Towns” will build warm friendship with participating countries through grassroots exchanges.

**533** Host Towns  
**185** Counterpart Countries/  
Regions

As of Aug 10, 2021



TOKYO 2020  
TOKYO 2020  
PARALYMPIC GAMES  
日本国政府

私たちのまちにも、  
オリンピックと  
パラリンピックが  
やってくる!

采たる2020年東京大会に向け、参加国・地域との交流を深める自治体が“ホストタウン”。すでに多くのホストタウンが参加国のみなさまと交流を回っています。2020年大会で活躍した選手や市民があなたの町にやってきました。今まで知らなかった国の人々と交流できるチャンスです。ホストタウンによって、オリンピック・パラリンピックをもっと身近に感じられるはずです。

内閣官房 ホストタウン 検索

内閣官房 東京オリンピック・パラリンピック推進本部事務局 ☎ 03-5253-2111 (内線) ■ ori/para2020host-city-town@cas.go.jp beyond 2020

# Host Town supports athletes to perform great in Tokyo!

Host Town will

◆ Cheer the teams at Tokyo 2020

◆ Welcome athletes' visits before/after the games with various events and warm hospitality

◆ Host pre-games training camps (optional)



# Host Town's Hospitality

Athletes will

◆ Engage in warm cultural exchanges in Host Town to deepen mutual friendship.

◆ Experience Japanese culture, interact with students, enjoy local food, etc...

◆ Utilize the opportunity to introduce your country to Japanese people!



# Exchanges in Host Towns

## Exchange with athletes taking part in the Tokyo 2020 Games

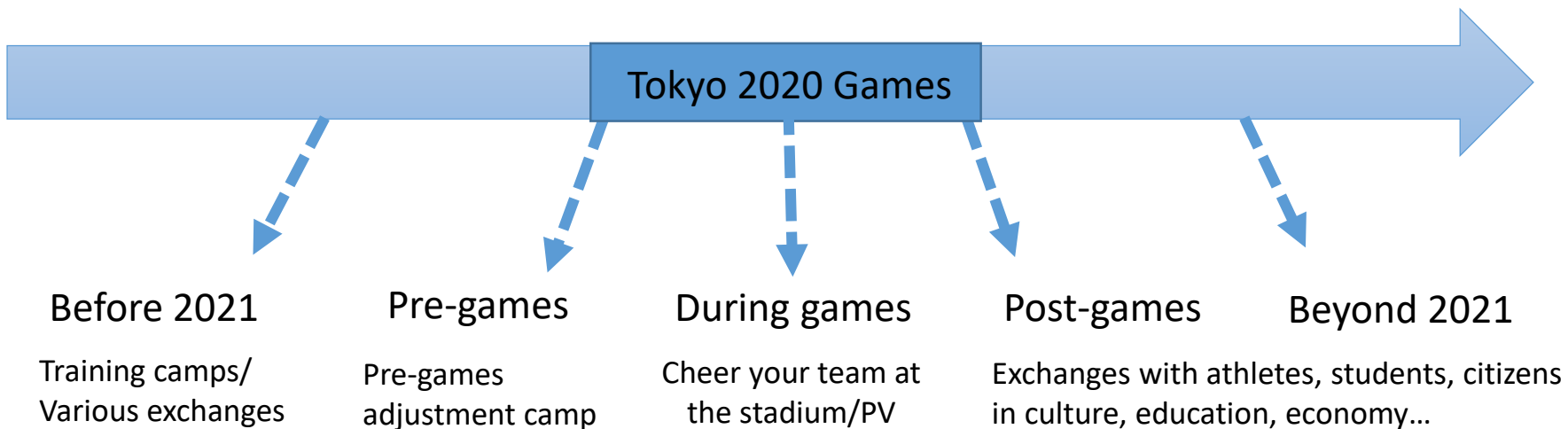
- Training camps/Pre-games camps (optional)
- Sports workshop, cultural events, to interact with school kids/local residents
- Enjoy local foods and culture
- Relaxed exchanges after the games

## Exchange with people related to participating country/region

- Invite guests from the counterpart countries/regions, embassy, etc.
- Learn the country's history and culture
- Exchanges among children/students – culture, food, etc.
- Participate in mutual festivals and events



# Series of Exchanges



# Benefits to have Host Town

## ◆ Help publicize your country / region to Japan/World

- ✓ Get opportunities to be covered by Japanese/world media
- ✓ Improve public awareness of your country / region & athletes

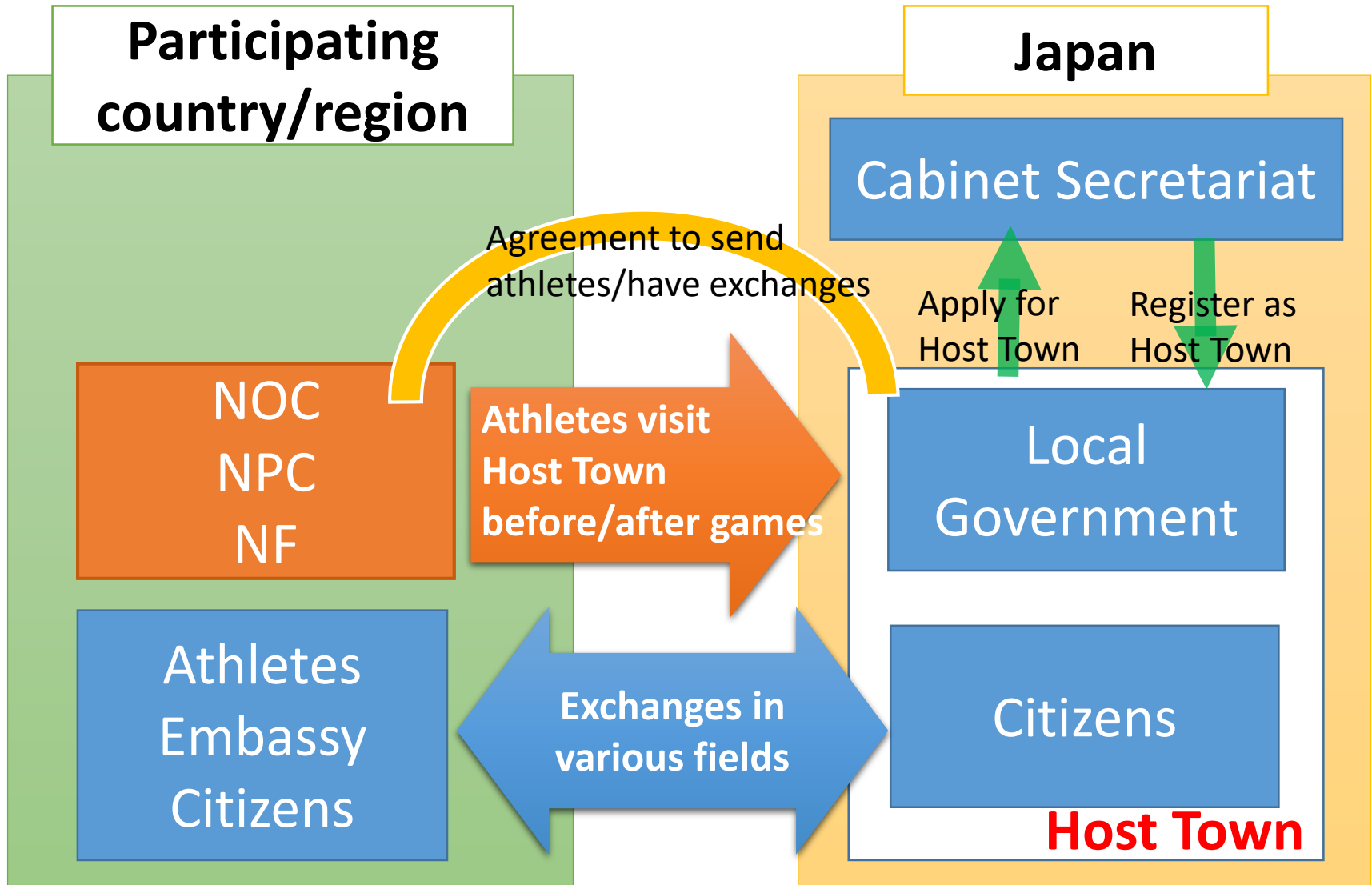
## ◆ Deepen mutual understanding through grass-roots exchanges

- ✓ Increase fans of your country / region and athletes in Japanese local communities
- ✓ Experience unique culture of Japanese local towns

## ◆ Develop long-lasting friendship between your country / region and Host Town

- ✓ Enjoy great opportunities to deepen cultural and economic exchanges and to develop long-standing relationships

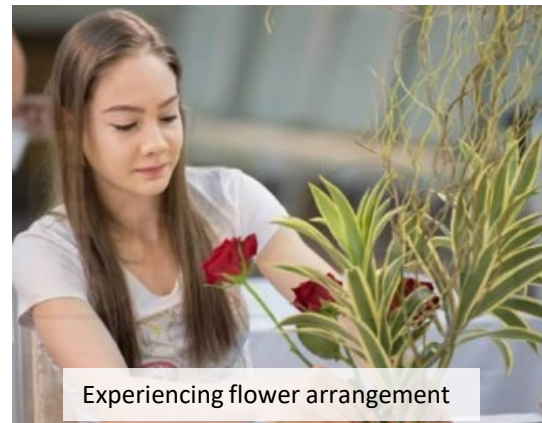
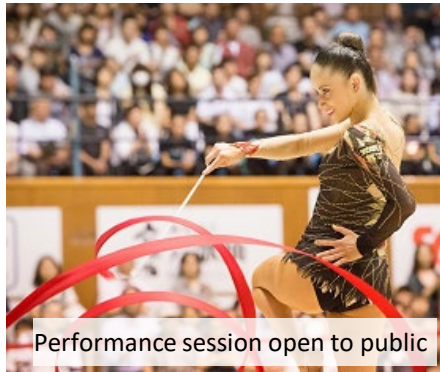
# Scheme of Host Town Initiative





# Murayama City - Bulgarian rhythmic gymnastics team

- Murayama City hosts training camps of the Bulgarian rhythmic gymnastics team.
- The athletes have experienced Japanese culture, enjoyed Japanese cuisine and cherry-picking, visited schools, had joint training with the rhythmic gymnastics club of a junior high school, and held a performance session open to public.



# Ethiopia - Kasama City

- Ethiopia is hosted by Kasama City, Ibaraki prefecture. Ethiopian junior athletes visited to have exchanges with residents.
- Joint team of Ethiopian and Japanese junior athletes participated in “Kasama Junior High school Ekiden relay competition”.
- They also visited the local junior high school to build friendship.



Joint Ekiden relay team



Autograph after Ekiden



English class in junior high school



Close race!!



Baton pass training



Japanese calligraphy experience

# Guinea - Mishima Village

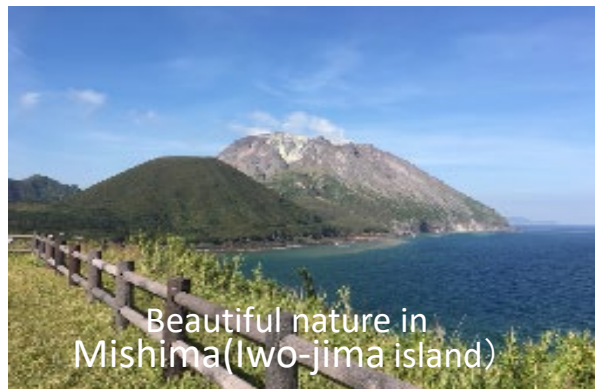
- A world-famous master of djembe drum from Guinea has been visiting Mishima Village almost every year since 1994 to teach djembe to children in Mishima.
- Djembe is now played at various moments in the village.
- Mishima wants to have exchanges after the Tokyo 2020 Games inviting Guinea Olympians to the village.



Workshop at  
Mishima Djembe  
school



Ambassadors  
with Mayor of  
Mishima



Beautiful nature in  
Mishima(Iwo-jima island)



Children from Mishima visited Guinea  
in 1999



Djembe performance in Tokyo in 2018

# Togo Republic - Hyuga City

- The Ambassador of Republic of Togo in Japan first visited Togo Town in Hyuga City whose name (“Togo”) sounds similar to the country’s name.
- Hyuga City is now registered as the Host Town of Republic of Togo. The city plans to invite Togo Olympians to participate in Hyuga Hyottoko Summer Festival after the Tokyo 2020 Games.



“Hyuga Hyottoko Summer Festival” takes place in August every year. Dancers participate from all over Japan.

# **Let's find a Host Town!**

We support you to find a partner town.

If you are interested, contact us!

E-mail: [contact.host-town.q6u@cas.go.jp](mailto:contact.host-town.q6u@cas.go.jp)