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**Reconstruction Assistance Activities
 “Operation Slimmer and Healthier” (SUKOYAKARADA DAISAKUSEN)
 Held in Miyagi Prefecture
 - Recreation with the Athletes or Holding a Lifestyle Seminar -**

ONO PHARMACEUTICAL CO., LTD. (Headquarters: Osaka, Japan; President and Representative Director: Gyo Sagara) and certain non-operating profit corporation, Sports Community & Intelligence mechanism (Secretariat: Kobe, Japan; President: Seiji Hirao, Kobe steel Kobelco Steelers general manager) announced that the reconstruction assistance activities "SUKOYAKARADA DAISAKUSEN in Miyagi" was held on Saturday March 5, 2016 at Ishinomaki City general gymnasium in Miyagi Prefecture.

This event was planned to convey the joy of sports and exercise to children and let them improve the lifestyle habit because the rate of obesity tendency in children in Tohoku three prefectures (Fukushima, Miyagi and Iwate) is higher than the one in other prefectures and the childhood obesity in the districts has been becoming a serious social problem. The 1st event was held on Sunday March 22, 2015 in Aizu Misato-machi, Onuma-gun, Fukushima Prefecture. In this 2nd event, 92 children aged 6 to 9 who live in Ishinomaki City, Miyagi Prefecture participated with their parents.

Reiko Shiota, Japan representative of badminton mixed doubles, London Olympics, Tetsuya Sotomura, Japan representative of trampoline, Beijing Olympics, and Masahiro Fukuda, former Japan representative of football participated as guest athletes in the event. In the first half, guest athletes demonstrated the competition so that children can experience by themselves. Children cheered from close up with shining eyes their high-level performance. In the second half for sports recreation, children were divided into 3 teams, experienced and enjoyed with a smile each competition of football, badminton, and trampoline in order, while having cheer from the guest athletes. At the end of the event, the “Tamaire” game was conducted as a mini-athletic festival in which all guest athletes joined. Children in the winner team shared their joy and exchanged high-five with the athletes.

Furthermore, "SUKOYAKARADA DAISAKUSEN" aims to reduce childhood obesity in the whole family by the participation of not only children but also their parents. In addition to the sports recreation, a health seminar for the parents was held by inviting physician who specializes in lifestyle-related diseases to improve their lifestyle habit.

This project has been conducted on the three-year plan. Following the events in Fukushima and Miyagi, the next one is scheduled for 2017 in Iwate Prefecture.



Post-program of "SUKOYAKARADA DAISAKUSEN in Miyagi"

Beginning with held on Saturday March 5, 2016, this post-program aims to continuously convey the joy of the sports and exercise to participants from end of March to May and let them fix exercise habits, and the program will be carried out as shown below:

- Purpose: To deepen understanding of "joy of sports and exercise", and let participating children fix exercise habits.
- Schedule to be held: March 30 (Wed), April 9 (Sat), April 16 (Sat), April 23 (Sat), May 14 (Sat)
- Target participants: To be recruited from the participants in "SUKOYAKARADA DAISAKUSEN in Miyagi" held on March 5 (Sat), 2016
- Scheduled program: Physical and exercise measurement will be made in the post-program events. The health handbooks will be distributed to participating children and their parents to record the life and exercise status of the children.

