

OUR APPROACH TO COMMUNITIES (COMMUNITY INVOLVEMENT) CONTINUED

Supporting reconstruction from the earthquake

In Japan, the ASICS Tomorrow Project continues to support communities affected by the 2011 earthquake and tsunami. Due to ongoing reconstruction in the Tohoku area, many local children have limited access to spaces and facilities to enjoy sports. Since 2011, we've been helping children in Tohoku get involved in sports by holding sports events hosted by athletes and coaches.

The goal of the program is to promote the sound development of mind and body through sports, and to give children inspiration and hope for a brighter future. In 2018, the program helped more than 3,500 children take part in a range of sports activities, including soccer, volleyball, basketball and running.



Soccer event held in Fukushima

Supporting the Boston community

ASICS North America's headquarters opened its new Creation Studio in Boston in February 2018.

As part of our commitment to the Boston community, we set up the Morning Mile Program in 10 Boston schools to inspire local children to get healthy and active. The program is being run in partnership with the charity organization PHIT America.

The program gets kids up and running every morning in schools where physical education programs have either been reduced or discontinued. The program was launched at the Michael J. Perkins Elementary School by ASICS Athletes Lolo Jones and Jordan Burroughs, together with ASICS North America's leaders.

"We are thrilled to have a leading global brand like ASICS expand in Boston. We are extremely grateful for their community impact efforts to get our kids moving."

Mayor Martin J. Walsh,
City of Boston

Adopt a School

The Tag Rugby® Association provides opportunities for children to get involved in sport and physical activity, as well as improving life skills. Since 2015, ASICS EMEA has been supporting the Tag Rugby® Association's Adopt-a-School program to support disadvantaged primary school children in South Africa. Tag Rugby is a non-contact form of rugby where a tackle is made by pulling a ribbon off the belt of the opponent holding the ball.

The Tag sessions are often the only exposure that these children have to organised sport. In some supported areas, children are faced with gang violence every day, and Tag provides them with a safe environment in which to enjoy sports, learn valuable life skills and stay out of trouble.

The program is designed to grow sustainably, providing employment to young men and women in their local communities.

"We are extremely grateful to all our donors, and we view our relationship with ASICS especially as a true partnership. I would like to thank ASICS for their continued support of the Adopt-a-School programme and their shared commitment to making a positive difference in the lives of South African children through sport."

Stuart McConnell

Tag Rugby® Association – Executive Director
International Tag Federation – Chairman



200 children from 17 schools taking part in the HSBC Tag Rugby® Community Clinic on December 5, 2018