

Actress Ms. Atsuko Asano Reads Folktales to Local Junior High School Students

## Hosting “AEON Hometown Discovery”

October 30 (Tuesday) at Tensho Shinmeigu Shrine,  
Date City, Fukushima Prefecture

The AEON 1% Club Foundation will host “AEON Hometown Discovery” on October 20 (Tuesday), at Tensho Shinmeigu Shrine in Date City, Fukushima Prefecture. The actress Ms. Atsuko Asano will perform a live reading of folktales to 220 local junior high school students who have been invited to the event.

“AEON Hometown Discovery” is an initiative that aims towards “Sustainable Development of Regional Communities”, one of the three\* main projects established by the Foundation, and was launched in 2012 as a project to support revitalization following the Great East Japan Earthquake. Targeted at children of the next generation, the program is carried out with the wish to provide opportunities for reexamining the deep-rooted history and culture that has existed in Japan since ancient times, as well as the magnificence of the traditional spirit, and for participants to gain a fresh appreciation of their *furusato* (hometown), through a live reading of historic folktales connected to their local region.

At shrines and historic sites in various regions across Japan, utilizing source material such as the *Kojiki* (Records of Ancient Matters) and *Nihon-shoki* (Chronicles of Japan), Atsuko Asano distinctively plays each of the roles of various characters in a powerful one-woman show, filled with the emotions of local ancestors towards their descendants. The program of the upcoming event is “Great Tales from Date”, an original dramatization based on folktales that have been passed down for centuries in the Date region.

This initiative has been hosted in the cities of Shiogama, Ishinomaki, Sendai Kessenuma and Iwanuma in Miyagi Prefecture and the cities of Rikuzentakata and Ofunato in Iwate Prefecture since 2012, and the area of implementation has been further expanded since 2015. This year, the event was also hosted at Yukura Shrine in Hakodate City, Hokkaido on October 4 (Thursday).

The Foundation will continue in future to support the revitalization of disaster-affected areas and sound development of the next generation through activities to convey the beauty of local hometowns.

### Event Outline

1. Date and Time: October 30 (Tues.) 14:00~16:00
2. Place: Tensho Shinmeigu Shrine (Miyashita Hobara, Date City, Fukushima Prefecture)
3. Narrator: Ms. Atsuko Asano (Actress)
4. Participants: 220 students from Date municipal Yanagawa Junior High School
5. Host: AEON 1% Club Foundation
6. Support: Date City, Date City Board of Education
7. Cooperation: Tensho Shinmeigu Shrine, AEON Retail Co., Ltd. Tohoku Company

Scenes from live reading held at Yukura Shrine in Hakodate City, Hokkaido on October 4



\*The three projects: Sound Development of the Next Generation, Promotion of Friendship with Foreign Countries, and Sustainable Development of Regional Communities

