

September 7, 2022
AEON 1% Club Foundation

Activities for Children in Tsukuba City on the Theme of “Healthy Bodies”:
Launch of “AEON Cheers Club Welcia Tsukuba” on September 11!
With the Goal of Regional Wellness Promotion, the Welcia Group’s First AEON Cheers
Club is Formed!



An AEON Cheers Club (Chiba New Town & Takanekido) activity (September 1, 2018)

The AEON 1% Club Foundation, with the cooperation of Welcia Holdings Co., Ltd. and through coordination between twenty-two Welcia Pharmacy stores (Welcia Yakkyoku Co., Ltd.) within Tsukuba City, Ibaraki Prefecture, will launch the “AEON Cheers Club Welcia Tsukuba”, the first to be based at a drugstore, and commence the club’s activities.

The AEON Cheers Club was launched in 1996, inspired by the Foundation’s support for the Junior Eco Club, a project of the Ministry of the Environment. The program provides opportunities for children from first grade of elementary school to third grade of junior high school to learn about social rules and manners through group activities, while cultivating their interest, awareness and ability to think about the environment and agriculture, through carrying out hands-on activities based at 420 locations (supermarkets and general merchandise stores) nationwide.

The first meeting, held on September 11 (Sunday), will be attended by 21 of the 25 members of “AEON Cheers Club Welcia Tsukuba” and their families. On the theme of “Eat Delicious Food for a Healthy Body!”, the children will experience harvesting locally-grown rice, in addition to a hands-on cooking activity for learning about the effects of spices used in curry.

Outline of 1st Meeting's Activities

◆Opening Ceremony	
Date & Time	September 11, 2022 (Sunday) 9:00~9:30
	(Greetings from Host, AEON Cheers Club Introduction, Declaration of Commencement of Activities)
Place	Tsukuba International Congress Center, 2F Standard Meeting Room 201
	(2-20-3 Takezono, Tsukuba, Ibaraki Prefecture)
Key Participants	Mr. Junichi Tanaka, Executive Vice-President and Divisional Manager for East Japan and Metropolitan Area, Welcia Yakkyoku Co., Ltd.
	Mr. Yousei Honda, Secretary General, AEON 1% Club Foundation

◆Hands-on Activities		
Date & Time:	September 11, 2022 (Sunday) 10:30~13:55	
	10:30~11:35	Rice-harvesting experience, commemorative photo
	11:35~12:40	Lesson on the nutritional content of rice and effects of curry spices, followed by hands-on cooking
	12:40~13:30	Lunch party
	13:30~13:55	Closing speech
Place:	Buhei Farm (5460 Oda, Tsukuba, Ibaraki Prefecture)	
Participants:	21 members of "AEON Cheers Club Welcia Tsukuba" and their families	



AEON Style Staff



AEON Credit Service Indonesia Staff



Welcia Pharmacy Staff

AEON 1% Club Foundation Projects

The AEON 1% Club Foundation is a Public Interest Incorporation that was established in 1990 in order to embody AEON's basic principles of pursuing peace, respecting humanity, and contributing to local communities. The major AEON Group companies donate 1% of their pre-tax profits, and the Foundation engages in social contribution activities such as projects that help to foster the sound development of the next generation of young people.



 **Promotion of Friendship with Foreign Countries**

 **Sound Development of the Next Generation**

 **Sustainable Development of Regional Communities**

<p>The Foundation cultivates children's abilities to think about environmental issues while learning about societal rules, via activities such as environment-related study and team presentations of environmental initiative case studies. Furthermore, we support the building of new schools in countries that lack sufficient educational facilities, through coordination with national governments and NPOs.</p>	<p>The Foundation provides students with opportunities for international cultural and interpersonal exchange, and strengthen the bonds of friendship between Japan and various countries by deepening mutual understanding. In addition, we support the development of internationally-minded citizens through actions such as awarding scholarships to foreign students in Japan.</p>	<p>The Foundation supports the transmission of traditional events and culture firmly rooted in local regions, which needs to be passed down to the next generations, as well as providing support for the revival and reconstruction of regions damaged by large-scale natural disasters. We also work to foster new talent who will shoulder the responsibilities of such activities.</p>
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