

NEWS RELEASE

October 24, 2022

AEON 1% Club Foundation

"AEON Shuri Castle Restoration Support Project"

Expanding Our Initiatives, For Okinawa's Future

Standing Together with Everyone who Wishes to See Shuri Castle Again



Top Prize-winning Entry by Niihama Cheers Club member (Grade 3, Elementary), Ehime Prefecture

Devastating damage was caused to Shuri Castle by a large-scale fire that occurred before dawn on October 31, 2019. In response, in 2019, the AEON 1% Club Foundation launched a support program of 500 million yen over a five-year period as part of the "AEON Shuri Castle Restoration Support Project", motivated by our desire to provide continuous support for the restoration of cultural assets to be passed down to the next generation. The project now approaches the end of its third year. On October 31

(Monday), in advance of the commencement ceremony on construction works to restore the Main Palace of Shuri Castle, the Foundation will present a donation of 100 million yen to Okinawa Prefectural Government.

This year, the Foundation will take part in the “Reiwa Shuri Castle Restoration Event”, hosted by Okinawa Prefectural Government, which is modeled on the “Kobiki-shiki”, a traditional ceremony performed before construction and repair work on Shuri Castle since the era of the Ryukyu Kingdom. During this event, the Foundation will hold a hands-on carpentry workshop, including re-use of the timber of Shuri Castle, on October 29 (Saturday) and 30 (Sunday) at the 3rd Floor AEON Hall of AEON Mall Okinawa Rycom, with the aim of helping Okinawan children to learn about the history and culture of Shuri Castle.

In addition, 169 prize-winning entries to the “AEON Cheers Club Shuri Castle Restoration Support Project Poster Competition” will be exhibited between October 29 (Saturday) and November 3, 2022 (Thursday) at the same Hall. As a support activity that children can participate in, a total of 388 entries depicting Shuri Castle were received from children across Japan, with the theme of “Shuri Castle in Bygone Days (Drawn with Wishes for Restoration)”, in the hope of giving encouragement and conveying the spirit of communal support to the Okinawan people.

On November 3 (Thursday), the final day of the “Reiwa Shuri Castle Restoration Event”, an award ceremony for the top prize-winner of the “AEON Cheers Club Shuri Castle Restoration Support Project Poster Competition” will be held in front of the Suimuikan Visitor Center of Shuri Castle.

The Foundation will continue to move forward in cooperation with the regional population, with the aim of supporting the inheritance of Okinawan traditions and culture.



2022 Initiatives of the "AEON Shuri Castle Restoration Support Project"

■ **Presenting Donation of 100 million yen**

As part of the "AEON Shuri Castle Restoration Support Project", the Foundation launched a support program of 500 million yen over a five-year period, and accordingly will present this year's donation of 100 million yen.

Date & Time: October 31, 2022 (Mon.), 13:50~14:20

Place: No. 1 Special Reception Room, 6th Floor, Okinawa Prefectural Office

Donation Recipient: Okinawa Prefectural Government

Donation Amount: 100 million yen

Attendees: Mr. Denny Tamaki, Governor of Okinawa Prefecture (planned) and others

■ **Hosting “Reiwa Shuri Castle Restoration Event” Workshop**

In light of the commencement of reconstruction of the Main Palace, the “Reiwa Shuri Castle Restoration Event”, modeled on the “Kobiki-shiki”, a ceremony performed since the era of the Ryukyu Kingdom, will be held to both commemorate the start of the restoration works and pray for successful completion. As part of this event, the Foundation will hold a hands-on carpentry workshop, including re-use of the timber used in Shuri Castle, with the aim of helping Okinawan children to learn about the history and culture of Shuri Castle.

Date & Time: October 29 (Sat.)~30 (Sun.), 2022 11:00~17:00

Place: AEON Mall Okinawa Rycom, 3rd Floor AEON Hall

Contents: Aimed toward children, a talk will be given on Shuri Castle's history, culture, and building structure, and a hands-on carpentry workshop will be held, including re-use of the timber used in Shuri Castle

*Maximum capacity of each program is 25 participants. Scheduled to be held 4 times on both days, every 90 minutes.

Cooperation: Okinawa Forest Association

■ **AEON Cheers Club Shuri Castle Restoration Support Project Poster Competition 2022”: Exhibition of Prize-winning Entries and Award Ceremony**

The Foundation hosted a Poster Competition, as an activity that children from AEON Cheers Clubs can participate in by drawing Shuri Castle, in the hope of giving encouragement and conveying the spirit of communal support to the Okinawan people. An additional aim of the competition was to provide children with opportunities to

learn about historical cultural heritage, discover the initiatives toward reconstruction, and understand the importance of connecting Shuri Castle to the future. From among the total of 388 entries received from children across Japan, 169 prize-winning posters will be featured in the exhibition.

Poster Exhibition:

Date & Time: October 29 (Sat.)~November 3, 2022 (Thu.) 10:00~18:00

Place: AEON Mall Okinawa Rycom, 3rd Floor AEON Hall

Theme: Shuri Castle in Bygone Days (Drawn with Wishes for Restoration)

Award Ceremony:

Date & Time: November 3, 2022 (Thu.) 11:00~11:10

Place: In front of Suimuikan Visitor Center, Shuri Castle

Order of Ceremony:

- Organizer's Greetings, Announcement of Top Prize-winner

[Yousei Honda, Secretary General of AEON 1% Club Foundation]

- Comment from Top Prize-winner

- Appraisal of Entries

[Professor Tadashi Akamine, Supervisor of Graphic Design, Design Major, Okinawa Prefectural University of Arts]

- AEON Cheers Club Declaration

About AEON Cheers Club:

As part of the Foundation's "Sound Development of the Next Generation" project, children from first grade of elementary school to third grade of junior high school carry out hands-on learning activities on environmental and social topics, based at AEON stores and surrounding areas.

References:

Prize-winning Entries from "AEON Cheers Club Shuri Castle Restoration Support Project Poster Competition 2022"



Asahikawa Ekimae Cheers Club member (Grade 5, Elementary), Hokkaido



Sendai Cheers Club member (Grade 4, Elementary), Miyagi Prefecture



Tsuchiura Cheers Club member (Grade 4, Elementary), Ibaraki Prefecture



Ontakesan Ekimae Cheers Club member (Grade 5, Elementary), Tokyo



Hakusan Cheers Club member (Grade 3, Elementary), Ishikawa Prefecture





Susono Cheers Club member (Grade 6, Elementary), Shizuoka Prefecture



Kuwana Cheers Club member (Grade 1, Junior High), Mie Prefecture



Hineno Cheers Club member (Grade 2, Junior High), Osaka Prefecture

	
<p>Niihama Cheers Club member (Grade 3, Elementary), Ehime Prefecture</p>	<p>Rycom Cheers Club member (Grade 4, Elementary), Okinawa Prefecture</p>

AEON 1% Club Foundation

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.

Sound Development of the Next Generation	Promotion of Friendship with Foreign Countries	Sustainable Development of Regional Communities
<p>The Foundation cultivates children's abilities to think independently about issues in their own regions, on environmental and social themes, while learning about societal rules. Furthermore, we support the building of new schools in countries that lack sufficient educational facilities.</p>	<p>We provide 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, and works to foster new talent who will shoulder the responsibilities of such activities. In addition, we provide support for the revival and reconstruction of regions damaged by large-scale natural disasters.</p>

List of Contributing & Sponsoring Companies ▣
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