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December 10, 2012
AEON CO., LTD.
AEON 1% Club

“Supporting Children’s Dreams in Tohoku” Program
**Exchange Event between Students and London Olympics Athletes
to Be Held at Shiomi Elementary School on Thursday, December 20**

Aeon is pleased to announce that it will be providing support for a special exchange event between London Olympics athletes and elementary school students to be hosted by the Japan Gymnastic Association. On Thursday, December 20, athletes who participated in the London Olympics will visit Shiomi Elementary School in Shichigahama-machi, Miyagi Prefecture, and talk about their wonderful experiences in the 2011 Olympic Games. Aeon will provide support for this event as part of its “Make Your Dream Come True” program, which aims to encourage children in the Tohoku region to help realize their dream.

Previously, on May 11 of this year, Aeon held a special event in which members of Japan’s national team for the London Olympics visited Shiomi Elementary School and talked about their ambitions to win medals. They also taught the students about the joy of playing sports and the importance of having a dream in life. In return the students presented the team with a national flag with their encouraging messages.

This time, nineteen athletes who represented Japan at the London Olympics (in gymnastics, rhythmic gymnastics, and trampoline), including Kohei Uchimura who realized his long-held dream of winning a gold medal, will visit Shiomi Elementary School to talk about their achievements at the Olympic Games and return the flag to the students to express their appreciation for all the support and encouragement that the students gave them during the Games.

The “Supporting Children’s Dreams in Tohoku” program was launched by the Aeon 1% Club, which comprises major companies within the Aeon Group. The program’s aim is to support the healthy growth of children affected by the Great East Japan Earthquake through a range of exchange activities involving people active in various fields, including sports, literature, and music.

As part of this program, in October, the Aeon 1% Club held an event to help students realize how attractive their hometown really is. In this event, the actress, Atsuko Asano, read a story based on a folk tale that has been passed down in the area over many years. About 600 junior high school students from Shiogama city, Miyagi Prefecture, attended the event.

In an effort to make our wishes for recovery come true, Aeon will continue to engage in a range of initiatives to restore the disaster-stricken area and create future full of dreams for children—the leaders of tomorrow.

Details

1. Date: Thursday, December 20
2. Venue: Shiomi Elementary School (3-1-3 Shiomidai, Shichigahama-machi, Miyagi-gun, Miyagi Prefecture)
3. Participants: 19 Athletes (gymnastics, rhythmic gymnastics, and trampoline) who represented Japan at the London Olympics, including Kohei Uchimura and Rie Tanaka (gymnastics)
455 students of Shiomi Elementary School
4. Hosted by: Japan Gymnastic Association
5. Sponsored by: Miyagi Prefecture Board of Education and Shichigahama-machi Board of Education
6. Supported by: AEON 1% Club, Shiomi Elementary School in Shichigahama-machi, and Miyagi Prefecture Gymnastics Association
7. Activities:
 - Members of the national team will talk about their achievements at the London Olympics
 - Members of the national team will return the flag to Shiomi Elementary School students
 - A commemorative photograph will be taken