

Major Initiatives to Build Momentum for the Tokyo 2025 Deaflympics

- ▶ Aiming for the Tokyo 2025 Deaflympics, the Tokyo Metropolitan Government (TMG) will take various opportunities to raise awareness of the Games and communicate its appeal, and implement initiatives to build momentum for the Games.
- ▶ Use the Games as an opportunity to contribute to the creation of an inclusive society where everyone, regardless of whether they have Impairments or not, recognizes each other's differences and respects each other.

Building Momentum for a Seamless Games Atmosphere

○In May 2024, 555 days before the Games, a talk show was held on the theme of “Connecting with a World without Sound”.

○In June, the Tokyo Metropolitan Sports Promotion Ambassador “Yuriito” was appointed as the official mascot of the Tokyo 2025 Deaflympics.

Formation of the Tokyo 2025 Deaflympics Cheering Squad of characters from local governments and other organizations. (41 characters *as of January 24)

○In July, 500 days before the Games, the “Let’s learn more about the Deaflympics” booklet was distributed to approximately 340,000 4th to 6th grade students at all 1,382 elementary schools in all of Tokyo’s municipalities. Special lessons on sign language and the Deaflympics were held using the booklet.



○From September to October, online voting for medal designs was conducted among elementary, junior high, and high school students nationwide. (80,543 people voted)

○In October, volunteer recruitment outline was announced. (applications began in November.)

○In November, a ceremony and sign language experience were held at the event one year before the Games, inviting deaf athletes and Deaflympics ambassadors.

Announced the medal design decided by votes of elementary, junior high and high school students nationwide and the new cheering style “Sign Yell”.



Utilizing Various Media to Promote the Games

○By providing information on momentum-building events to mass media such as TV and newspapers and have them disseminate information, create opportunities for many people to see the Games.

○Simultaneous distribution of cheering messages via SNS, banner advertisements on search engines, and video broadcasts on trains, etc.

○Feature the Games in the November issue of Tokyo Metropolitan Government News, and in cooperation with municipalities, also feature an outline of the Games in the PR magazines of over 25 local governments.



Steady PR Activities in Places Close to Tokyo Residents

○Exhibit at PR booths at events hosted by municipalities in Tokyo throughout the year (90 times *as of the end of December)

○Newly created posters and flyers featuring deaf athletes and Deaflympics ambassadors. Widely distributed through municipalities in Tokyo and related organizations, and momentum-building events, etc.

