

September 26, 2014

Japan Airport Terminal Co., Ltd.

Japan Airport Terminal  
became a TOMODACHI Initiative Sponsor



Japan Airport Terminal Co., Ltd. has decided to sign a sponsoring agreement in support of the TOMODACHI Initiative, a public-private partnership led by the U.S.-Japan Council and the U.S. Embassy in Tokyo to help with Japan's recovery from the Great East Japan Earthquake and to strengthen U.S.-Japan ties.

Drawing on the advantages of Haneda Airport as a Japanese hub airport where people, goods, and information intersect, we will be providing approximately US\$250,000 worth of advertising media in support of TOMODACHI Initiative programs in the areas of educational exchange, culture (sports, music, and the arts), and leadership (business support, leadership training). We will also cooperate in the hosting of events and conferences. The aim is to help foster the next generation of Japanese and American leaders and further strengthen ties between the two countries.

#### Overview

##### 1. Forms of Support

Advertising media: Advertising space and digital signage at a total of four locations serving Haneda Airport Terminals

Magazine media: Big Bird Press, the official magazine of Haneda Airport Terminals

Event space: In Passenger Terminal 1 and Passenger Terminal 2, etc.

##### 2. Support Period (Tentative)

September, 2014 to September, 2017

#### About the TOMODACHI Initiative

The TOMODACHI Initiative is a public-private partnership between the U.S.-Japan Council and the U.S. Embassy in Tokyo. Born out of support for Japan's recovery from the Great East Japan Earthquake, TOMODACHI invests in the

next generation of Japanese and American leaders through educational and cultural exchanges as well as leadership programs, seeking to foster a “TOMODACHI generation” of young American and Japanese leaders who are committed to strengthening U.S.-Japan relations, appreciate each other’s countries and cultures, and possess the global skills and mindsets needed to contribute to and thrive in a more cooperative, prosperous, and secure world. (<http://usjapantomodachi.org>)

For further information:

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