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OCEAN NETWORK EXPRESS

CSR ACTIVITY REPORT

Location:

Brazil

Region:

Latin America

Period:

August 2019

Type of Activity:

Sponsorship

ONE Sponsorship of Snowmen Exhibition at Japan House in Brazil

On 25th August, the Hokkaido Culture and Assistance Association held an exhibition showcasing a 2-meters tall, weighing 1.5 tons snowman named “YUKIDARUMA”, together with 40 mini snowmen in Brazil. The exhibition was held in Japan House that is located at Avenida Paulista - the main city center for business and cultural activities. Japan House is maintained by the Japanese government to promote Japanese culture in Brazil, with free admission to the public.

These snowmen were lovingly made by the local children of Abira town, as a gesture of gratitude for the monetary amount collected and donated by the Association in Brazil to help the earthquake victims of Hokkaido in September 2018. The earthquake caused great damage to Abira town, with 41 people dead and 691 people injured. This exhibition was also part of the 100 years’ celebration of Japanese immigration from Hokkaido to Brazil.



ONE transported all the snowmen in a 20-foot reefer container from Japan to Brazil (around 22 thousand kilometres). ONE also sponsored BRL 10,000 (approx. USD2.6K) to this event, mainly for the refrigerated storage cost of the snowmen since the arrival by mid-July.

Local Brazil’s media also provided coverage of this exhibition:

- TV Show Fantástico: <https://globoplay.globo.com/v/7870399/>
- TV Show Bom dia São Paulo: <https://globoplay.globo.com/v/7870749/programa/>
- G1 Coverage: <https://g1.globo.com/fantastico/noticia/2019/08/25/bone-cos-de-neve-na-avenida-paulista-sao-presente-japones-de-retribuicao.ghtml>

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