

NEWS RELEASE

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TOBU TOWER SKYTREE CO., LTD.

TOBU TOWER SKYTREE CO., LTD. becomes an Official Supporter of Olympic and Paralympic Games Tokyo 2020 in the category of “Management and operation of Transmission Tower and Observation Deck of TOKYO SKYTREE”

TOBU TOWER SKYTREE CO., LTD. (Headquarters: Sumida Ward Tokyo) has signed the Official Supporter Contract with the Tokyo Organising Committee of the Olympic and Paralympic Games in the category of “Management and operation of Transmission Tower and Observation Deck of TOKYO SKYTREE” .



Management and operation of
Transmission tower and observation deck

TOKYO SKYTREE® was constructed and designed to be the world’s tallest freestanding terrestrial broadcasting tower with observation decks that allow guests to look out over the Greater Tokyo area. Since the opening in May of 2012, a great number of domestic and international visitors have visited TOKYO SKYTREE, which has amplified the charm of Japan as a new symbol of Tokyo.

TOKYO SKYTREE has also been cooperating with activities for the Tokyo Organising Committee of the Olympic and Paralympic Games by creating special projection on the tower, with lighting inspired by the colours or the Olympic and Paralympic emblems, as well as utilising laser mapping to display their messages.

With the Tokyo 2020 Sponsorship Programme, TOBU TOWER SKYTREE CO., LTD. will contribute to the Olympic and Paralympic Games Tokyo 2020 by fusing Japanese culture and cutting edge technology, serving as a facility that transcends time and space with the view of the city and promoting Japan and Japanese culture.

■ Contract Outline of the Tokyo 2020 Sponsorship Programme

Programme	Tokyo 2020 Sponsorship Programme
Contract Details	<p>Official Supporter: Management and operation of Transmission Tower and Observation Deck of TOKYO SKYTREE</p> <p>The partner will promote the Olympic and Paralympic Movements, support the Japan Olympic and Paralympic Teams, and contribute to the success of the Olympic and Paralympic Games Tokyo2020 by using official designations, trademarks and services.</p>
Coverage	<p><Games></p> <p>The Games of the XXXII Olympiad (Tokyo 2020)</p> <p>The Tokyo 2020 Paralympic Games</p> <p><Japan Olympic and Paralympic Team></p> <p>The Games of the XXXII Olympiad (Tokyo 2020)</p> <p>The Tokyo 2020 Paralympic Games</p>
Territory	Within Japan

■Comment from Yoshiro Mori, President of the Tokyo Organising Committee of the Olympic and Paralympic Games

We are pleased to welcome TOBU TOWER SKYTREE CO., LTD., who operate and manage the transmission tower and observation deck of TOKYO SKYTREE, as a Tokyo 2020 partner. The TOKYO SKYTREE has become a symbol of the City of Tokyo over the years, since submitting our original candidature to host the Games in 2013. More recently it has come to symbolise the nation's sense of unity and comradeship as we seek to overcome the social and economic challenges of COVID-19, although this will undoubtedly take time. With the support of TOBU TOWER SKYTREE CO., LTD., Tokyo 2020 will aim to achieve new goals as we face the future with a fresh sense of determination.

■Comment from Yutaka Iwase, President of TOBU TOWER SKYTREE CO., LTD.

We are truly honoured to participate in the Olympic and Paralympic Games Tokyo 2020 as an Official Supporter. As the world seeks to overcome the COVID-19 crisis, people have high hopes for the Tokyo 2020 Games. At a height of 634m, TOKYO SKYTREE is the world's tallest freestanding transmission tower and a key component of Japan's infrastructure. Its broadcasts will showcase new aspects of Japanese culture that will symbolise the country's recovery, thereby contributing to the success of the Tokyo 2020 Games.