

THE NIKKAN SPORTS NEWS CO; LTD.

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NEWS RELEASE

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The Nikkan Sports News

What happened in the Tokyo 1964 Olympics ?

What will happen in the Tokyo 2020 games ?

On July 23, we will start featuring a series of articles about the Olympics.
It will be every Wednesday and continue for 6 years until the Tokyo 2020 games.

The Nikkan Sports News (Tokyo office : 3-5-10 Tsukiji Chuo-ku Tokyo, Japan. Executive Chairman : Kazuyuki Kawata) will start weekly feature of Olympic stories on July 23. It will be 2 color pages on every Wednesday edition of our newspaper. It is unprecedented project for Nikkan Sports News , because of its length.(for 6 years until 2020. about 300 times, 600 pages)

■ “Beat” Takeshi Kitano speaks.

Main article features trendy person or topic every time. On July 23, “Beat” Takeshi Kitano speaks about Olympics from his original view.

■ summary of this project

If you continue reading our Olympic stories, you can be excited for 6 years and be prepared for the Tokyo 2020 games. We want to be such an existence. That is main reason for this project.

We will report from history to recent movement related to Olympics.

- ① Review of past Olympics. For example, the Tokyo 1964 games where Kokichi Tsuburaya won bronze medal.
- ② We plan “relay of columns by 300 people”. OB (OG) who played in Olympics, people related to , and celebrities write columns for Nikkan Sports News. First writer is

gold medal swimmer Kosuke Kitajima.

- ③ We will report about “next generation athlete” looking for playing in the 2020 Olympics and Paralympics.
- ④ Stories about volunteers who participate to the games.
- ⑤ Pictures of Olympic facilities, now and then. So we can know the changes of Tokyo.
- ⑥ We are paying attention to not only Tokyo, but other cities like areas affected by the earthquake, and their effort to 2020.
- ⑦ Olympic stories about special “numbers” related to the games.

■ News from Tsukiji

Our Tokyo head office is in Tsukiji, the center of the Tokyo 2020 games. 15 minutes by walk to Harumi where the athletes village will be constructed. So we will provide most detailed, most interesting news faster than any other media, with our motto “from the center of the Tokyo Olympics to the world”.