

March 9th, 2017

Extending our deepest sympathies to the victims of the Great East Japan Earthquake
TASAKI launches TASAKI Online Charity Project MAGOKORO JAPAN 2017

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Headquarter Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) is to launch its "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2017" on Saturday, March 11th, 2017.

The "TASAKI Charity Project `MAGOKORO JAPAN'" was first initiated in 2011 to support the victims of the Great East Japan Earthquake, and 2017 will mark its seventh year. Each year, TASAKI has created special jewellery featuring multiple hearts nestled together to represent a strong love and bond, and donated all of the sales revenue to organizations that support victims of the Great East Japan Earthquake. Since 2016, we started up a new project to provide support for the reconstruction work following the 2016 Kumamoto Earthquake.

For the "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2017", a pendant with lustrous Akoya Pearl and TASAKI's original SAKURAGOLD™ heart charm (¥18,000 tax excluded) will be available from Saturday, March 11th at the TASAKI Online Shop (<http://tasaki-shop.jp>).

The "MAGOKORO JAPAN 2017 pendant" features two hearts nestling together as one to represent a strong love and bond. This pendant in TASAKI's pale pink SAKURAGOLD™ which was inspired by cherry blossoms, is set with Akoya pearl with its tender beauty that truly nurses the soul.



"MAGOKORO JAPAN 2017 pendant"

¥18,000 (excluding tax)

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In 2017, the total revenue generated by the sale of this pendant will be donated to the Cultural and Sports Support Organization for the Great East Japan Earthquake Orphans (3.11 Juku). The 3.11 Juku (<http://311juku.jp/>) organization provides continuing support to children affected by the Great East Japan Earthquake, by bringing together professional organizations from various fields to help the children to achieve their own hopes and dreams.



TASAKI Charity Project
'MAGOKORO Japan' Logo
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3.11 Juku Logo

TASAKI is committed to helping people rebuild their lives in the aftermath of the Great East Japan Earthquake through the TASAKI Charity Project 'MAGOKORO JAPAN'.

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