

TASAKI

April 12th, 2017

Extending our deepest sympathies to the victims of the 2016 Kumamoto Earthquake

TASAKI launches TASAKI Online Charity Project **"MAGOKORO JAPAN 2017 for KUMAMOTO"**

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) will launch the "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2017 for KUMAMOTO" on April 14th, 2017.

"TASAKI Charity Project 'MAGOKORO JAPAN'" was first initiated in 2011 to support the victims of the Great East Japan Earthquake. Under the project, TASAKI creates special jewellery every year with designs featuring multiple hearts nestled together to represent a deep love and bond, and donates all revenue to organizations that support earthquake victims.

In 2016, TASAKI launched "'MAGOKORO JAPAN' for KUMAMOTO" to support those affected by the 2016 Kumamoto Earthquake and the initiative is now in its second year.

Under "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2017 for KUMAMOTO", TASAKI will launch the MAGOKORO JAPAN 2017 for KUMAMOTO pendant (¥18,000 tax excluded) in the TASAKI Online Shop (<http://tasaki-shop.jp>) from Friday, April 14th.

The dainty pendant features the gentle healing beauty of an Akoya pearl in a design with two hearts nestled together to become one, expressing a deep love and bond, and a cherry blossom-inspired charm in pale pink SAKURAGOLD™, an original material of TASAKI.



MAGOKORO JAPAN 2017 for KUMAMOTO Pendant ¥18,000 (tax excluded)

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In 2017, TASAKI will donate all sales revenue from this pendant to the general incorporated association "FOR KUMAMOTO PROJECT". This association was established in December 2016 for the purpose of contributing to emergency and reconstruction support for those affected by the 2016 Kumamoto Earthquake. It is based on the activities of the "Kumamon's Donation Box Executive Committee", which was initiated by Kundo Koyama, who is from Kumamoto Prefecture, among others. FOR KUMAMOTO PROJECT (<http://www.forkumamoto.org>) focuses on education and develops activities to provide content that will support children emotionally such as the "Kumamon Dream School".



TASAKI Charity Project
"MAGOKORO JAPAN for KUMAMOTO"
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FOR KUMAMOTO PROJECT logo

TASAKI will continue to support victims of the 2016 Kumamoto earthquake through its "TASAKI Charity Project 'MAGOKORO JAPAN'".

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