

TASAKI

March 11th, 2019

Extending our deepest sympathies to the victims of the earthquakes.

TASAKI launches TASAKI Online Charity Project MAGOKORO JAPAN 2019

TASAKI (TASAKI & Co., Ltd.; Kobe Head Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Head Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) is to launch its "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2019" on Monday, March 11th, 2019.

The "TASAKI Charity Project 'MAGOKORO JAPAN'" was first initiated in 2011 to support the victims of the Great East Japan Earthquake, and 2019 will mark its ninth 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 organization that supports victims of the Great East Japan Earthquake. From 2016, we started up a project to provide a support for the reconstruction work following the 2016 Kumamoto Earthquake. This year, we will start a support for a reconstruction of the Hokkaido earthquakes 2018.

For the "TASAKI Online Charity Project 'MAGOKORO JAPAN' 2019", we designed two pendants featuring stunning and elegantly lustrous Akoya pearl with multiple silver heart charms and TASAKI's original pale pink SAKURAGOLD™ charm (¥16,000 tax excluded). For "MAGOKORO JAPAN 2019 pendant" which supports victims of the Great East Japan Earthquake, there will be a heart motif as a symbol of love. For "MAGOKORO JAPAN 2019 for HOKKAIDO pendant", which will support victims of the Hokkaido earthquakes 2018, there will be a star motif as a symbol of hope.

Both will be available from Monday, March 11th at the TASAKI Online Shop (<http://tasaki-shop.jp>).



"MAGOKORO JAPAN 2019 pendant"

¥16,000 (excluding tax) ©TASAKI



"MAGOKORO JAPAN 2019 for HOKKAIDO pendant"

¥16,000 (excluding tax) ©TASAKI

Total revenue generated by the sale of “MAGOKORO JAPAN 2019 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/>) 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.

The total revenue generated by the sales of “MAGOKORO JAPAN 2019 for HOKKAIDO pendant” will be donated to Cash Grant for Hokkaido earthquakes 2018.



TASAKI Charity Project
“MAGOKORO Japan” Logo
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TASAKI is committed to helping their lives in the aftermath of the natural disasters through the TASAKI Charity Project “MAGOKORO JAPAN”.

Press Contact: Nara, Tanaka, Imura, Koyanagi / TASAKI Communication Dept. AD/ PR
Tel: 03-3289-1184 E-mail: communicationdpt@tasaki.co.jp
TASAKI Customer Service: 0120-111-446 (Please use this number when providing information about TASAKI to your readers/viewers.)