

April 12th, 2019

Extending our deepest sympathies to the victims of the earthquakes
**TASAKI Online Charity Project launches
“MAGOKORO JAPAN 2019” for the 2016 Kumamoto Earthquake**

TASAKI (TASAKI & Co., Ltd.; Kobe Headquarter Office: 6-3-2 Minatojima Nakamachi, Chuo-ku, Kobe; Tokyo Head Office: 5-7-5 Ginza, Chuo-ku, Tokyo; Board Director & CEO: Toshikazu TAJIMA) will also launch the TASAKI Online Charity Project “MAGOKORO JAPAN 2019” to support the victims of the 2016 Kumamoto Earthquake on Sunday April 14th, 2019.

The “TASAKI Charity Project ‘MAGOKORO JAPAN’” was first initiated in 2011 to support the victims of the Great East Japan Earthquake. 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 and this year, we started a support for a reconstruction of the Hokkaido earthquake 2018.

Under the “TASAKI Online Charity Project ‘MAGOKORO JAPAN 2019’”, we will launch the “MAGOKORO JAPAN 2019 for KUMAMOTO Pendant” (¥16,000 tax excluded) at the TASAKI Online Shop (<http://tasaki-shop.jp>) from Sunday, April 14th.

The pendant features stunning and elegantly lustrous Akoya pearl with multiple silver heart charms and TASAKI's original pale pink SAKURAGOLD™ charm inspired by cherry blossom, which appears to come into bloom to offer gentle protection for people.



MAGOKORO JAPAN 2019 for KUMAMOTO Pendant

(¥16,000 tax excluded) ©TASAKI

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Total revenue generated by the sale of “MAGOKORO JAPAN 2019 for KUMAMOTO pendant” will be donated 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” logo

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FOR KUMAMOTO PROJECT logo

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

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