



## City of Yokohama Set to Rally Residents and Corporations to Support Africa To hold “Relieve Africa’s Hunger” campaign and other events for TICAD IV

YOKOHAMA –Thursday, 13 March, 2008– The City of Yokohama is to hold a “Relieve Africa’s Hunger” campaign, a plan that will enable residents to make a direct contribution in their local communities. The campaign will run mainly in May, 2008. As the host city of the 4<sup>th</sup> Tokyo International Conference on African Development (TICAD IV, May 28-30, 2008) and in the context of a rising interest in Africa within Yokohama, the City will provide opportunities that will enable citizens and corporations to make a direct contribution in their immediate communities to achieve support for Africa.

The Campaign will provide African dishes that use ingredients from Africa, along with goods that are labeled as providing support to Africa, in food outlets such as restaurants and convenience stores. Those corporations that endorse the appeal of the City will donate a proportion of the proceeds to Africa utilizing the United Nations World Food Programme (WFP) school meal program. In the lead-up to TICAD IV, the City will step up its efforts to bring collaborating companies on board and to appeal to residents to participate in the campaign. One company wishing to collaborate commented that it had been interested in supporting Africa but was glad to have had the specific opportunity offered by the campaign.

Besides the above, the City of Yokohama will implement “Walk the World for Africa,” a walking event aimed at eradicating hunger (promoter: Walk the World Executive Committee), “Hamakko-Doshi for Africa”, in which a proportion of the receipts from the goods sold by the Yokohama Waterworks Bureau will be donated, “Deliver to Africa! Fund-Raising for a Green Environment,” which appeals for donations from residents, and other initiatives. The funds collected through these events and campaigns will be donated through WFP and JICA (Japan International Cooperation Agency) for school meals and other support for Africa, providing an opportunity for residents to support Africa.

The Japan Association for the United Nations World Food Programme, the WFP’s NPO in Japan, expresses its expectations for the initiatives of the City of Yokohama thus: “Examples of municipalities taking the lead in coordinating companies and residents to make donations in respect of specific aid programs are rare. The role being undertaken by the City of Yokohama is the kind of contribution that will be required by the international community from now on, and we believe that it is a very good thing.”

[About campaigns and events]

“Relieve Africa’s Hunger” campaign	
Overview	Food outlets that endorse the appeal of the City of Yokohama, such as hotels, restaurants, and convenience stores, will provide African dishes and foodstuffs that use ingredients from Africa, along with goods that are labeled as providing support to Africa, and will donate a proportion of the proceeds to Africa utilizing the WFP school meal program.
Duration	Thu., 1 – Sat., 31 May, 2008 (Depends on stores)

Companies	BRASSERIE T's Musée, Family Mart, Hungry Tiger, InterContinental The Grand Yokohama, KIYOKEN, Lagos Lagos, LAWSON, PAN PACIFIC Yokohama Bay Hotel Tokyu, RISTORANTE ATTIMO, TSUTAYA, YOKOHAMA ROYAL PARK HOTEL (Alphabetic order, as of 13 March, 2008)
Inquiries	150th Anniversary of the Port Opening & Creative City Headquarters TEL: 045-671-4344
<b>“Walk the World for Africa,”</b>	
Overview	In view of the City’s hosting of TICAD IV, Yokohama will hold a charity walk against world hunger, a major event held at the same time on the same day in 90 countries around the world. It will be held on May 25, before anywhere else in the world, for the “For Africa” hunger campaign. This event will be limited to 2,000 participants.
Date / Site	Sun., 25 May 9:30- Opening Ceremony, 10:00- Start / Minatomirai Rinko Park (for start)
Fare	¥1,000 (¥500 out of the fare will be donated to WFP’s school meal program in Africa)
Inquiries	To Participate: Walk the World Executive Committee TEL: 0120-711-951 Others: Japan Association for the UNWFP TEL: 045-221-2515
<b>“Hamakko-Doshi for Africa”</b>	
Overview	Some 500,000 of the 500ml bottles of PET bottled water sold by the Yokohama Waterworks Bureau, Hamakko-Doshi, are being redesigned into “For Africa” campaign bottles to coincide with the hosting of TICAD IV. A proportion of the proceeds will be donated to school meal program in Africa and other objectives, coordinated by WFP and JICA.
Duration	Thu., 20 March – Mon., 30 June (subject to change)
Places to buy	Stores and vender machines in Yokohama.
Inquiries	Waterworks Bureau TEL: 045-671-3963
<b>“Deliver to Africa! Fund-Raising for a Green Environment”</b>	
Overview	Collection boxes will be placed at municipal zoos, Yamate western-style buildings, City Hall, venues for events in the city, and other locations, and the money raised will be donated to the WFP, which is undertaking tree-planting activities in Africa.
Duration	Wed., 26 March – Sun., 1 June, 2008 (subject to change)
Sites	City Zoo: Yokohama Zoorasia, Nogeyama Zoo, Kanazawa Zoo Western-style Buildings: British House, Bluff No.111, Bluff No. 234, Ehrismann Residence, Berrick Hall, Bluff No.18, Diplomat’s House Events: Spring Fair with Flower and Green (Fri., 18 - Sun., 20 April at Yokohama Park) Matano Park Opening Ceremony (Sun., 6 April 9:30- Matano Park Resthouse)
Inquiries	Environmental Planning Bureau TEL: 045-671-4102

– About Tokyo International Conference on African Development (TICAD) –

An international conference which the Japanese Government jointly hosts with the United Nations, the World Bank, and other organizations under the theme of African development, held every five years since 1993. This is the 4<sup>th</sup> conference and the first time it will be held in a city other than Tokyo. With the basic message of “Towards a Vibrant Africa,” this year’s conference will develop initiatives for international society to adopt for the development of Africa

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