

Press Release

Record-breaking sixth annual FIT For Charity Run held in Tokyo

~ Largest ever turnout for both individuals and firms ~

~ Financial industry raises a record JPY68 million for local charities~



(Photo by Masahiro Murakoshi)

TOKYO, 7 November 2010 – The sixth annual Financial Industry in Tokyo (FIT) For Charity Run was held today at Tokyo's National Kasumigaoka Stadium. This year, FIT For Charity once again set records for participation, as 6716 individuals from 101 financial services and related foreign and domestic organisations came together to raise a record of approximately JPY68 million for local causes.

Funds are raised through sponsorship, participation fees, donations from participating companies and individuals, as well as t-shirt and raffle sales. FIT For Charity Run has raised a total of 300 million yen since its inception in 2005.

Donations raised from this year's event will be equally divided among the following ten local non-profit organisations:

- Bridge for Smile
- Hospital Art Lab
- Japan Association for Refugees
- Meisei Gakuen School for the Deaf
- Mutsumi Heim
- Hands On Tokyo
- International Educational Association for Children (Living Dreams)
- Lifelink
- Multicultural Center Tokyo
- PALETTE



Guy Matthews, co-chairperson of FIT For Charity Run 2010 Organising Committee, said: “FIT For Charity Run has been positively contributing to the Tokyo community since 2005, raising more than 300 million yen for a broad range of local causes. Again this year FIT has set new records for number of companies, participants and money raised. This is a true testament to the ability of the financial industry to bond together to make a significant impact to our local community organisations.”

Co-chairperson Kumiko Hori added: “While the role of non-profit organisations in solving local issues is increasing, FIT For Charity Run’s fund raising ability can be more meaningful. The continued support from volunteers from participating companies and the generous support of in-kind donors enable FIT For Charity Run to donate over 90% of funds raised directly to the charities.”

The FIT For Charity Run 2010 Organising Committee

Allen & Overy , Bank of America Merrill Lynch, The Bank of Tokyo Mitsubishi UFJ, Ltd., Barclays Capital, Barrier Free, BlackRock, Bloomberg L.P., BNY Mellon Asset Management, Citi (Co-chairperson), Credit Suisse, Deloitte Touche Tohmatsu, Deutsche Bank Group, dff, Eat creative, Freshfields Bruckhaus Deringer, Goldman Sachs, HSBC Group, I-cube, J.P. Morgan, KPMG AZSA LLC, Macquarie Group, MGPA, Mitsubishi UFJ Merrill Lynch PB Securities , Mitsubishi UFJ Morgan Stanley Securities, Mizuho Financial Group, Inc., Mizuho Securities, Music Securities , Nikko Asset Management Co., Ltd., PricewaterhouseCoopers Japan, RBS, SHONAN Academy of Medical Welfare, Thomson Reuters Markets, UBS Group (Co-chairperson) , Victor Entertainment, Inc.

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About the Financial Industry in Tokyo (FIT) For Charity

The Financial Industry in Tokyo (FIT) established the FIT For Charity Run to provide people in the financial and related fields in Tokyo with an opportunity as an industry to support local charities. FIT For Charity chooses to make a difference to its community by raising money for local non-profit community organisations serving important but not necessarily well recognised or understood needs, and which might possess only limited fund-raising capabilities. For more information, please visit www.fitforcharity.org



FIT For Charity Run 2010 Details:

Schedule: Sunday, 7 November 2010

Course: National Kasumigaoka Stadium & the outer garden of Meiji Shrine (Meiji-jingu Gaien)

Participation donation: JPY 5,000 per person (free for children under 16 years old).

Fastest runners:

		Time
- Male 10km run:	Yoshio Tahara (Goldman Sachs)	35:16
- Female 10km run:	Nataly Darbon (Crédit Agricole Group)	41:56
- Male 5km run:	Tomohiro Mizukoshi (Goldman Sachs)	17:41
- Female 5km run:	Haruka Matsuo (HSBC Group)	20:43
400m relay team winner:	KPMG Japan	47.42
Best costume:	Takuya Takahashi (Mitsubishi UFJ Morgan Stanley Securities)	
Biggest fund raiser:	UBS Group	

“Koen” Supporters:

The Asahi Shimbun and Nikkei Inc.

Organiser:

FIT For Charity Run 2010 Organising Committee

Special Supporters:

The Japan Cycling Association and the National Kasumigaoka Stadium

Sponsors (donation JPY500,000 and above)

Allen & Overy, AllianceBernstein, Australia and New Zealand Banking Group Limited, AXA Life Insurance Co., Ltd., Bank of America Merrill Lynch, Bank of New York Mellon Securities Japan Ltd., Barclays Group, BlackRock Japan Co., Ltd., Bloomberg L.P., BNP Paribas Securities (Japan) Ltd., Citi, Crédit Agricole Group, Credit Suisse, Deloitte Touche Tohmatsu, Deutsche Bank Group, Eat creative, Freshfields



Bruckhaus Deringer, Goldman Sachs , Hartford Life Insurance K.K., HSBC Group, ICAP Totan Securities Co., Ltd., Ichigo Asset Management, Ltd., Invesco Asset Management (Japan) Limited, IPC Systems, Inc, J.P. Morgan, Japan Bond Trading Co., Ltd., Japan Securities Depository Center, Incorporated, KPMG Japan, Macquarie Group, Man Investments Securities Japan, Ltd., MGPA, Mitsubishi UFJ Merrill Lynch PB Securities Co., Ltd. , Mitsubishi UFJ Morgan Stanley Securities, Mizuho Securities, Morgan Stanley MUFG Securities Co., Ltd, Nikko Asset Management Co., Ltd. , PricewaterhouseCoopers Japan, Robert Walters Japan K.K., Royal Bank of Scotland, Schroder Investment Management (Japan) Ltd., Societe Generale Group, Standard & Poor's, Thomson Reuters Markets KK , and UBS Group

Supporters (donation JPY350,000 and above)

ABeam Consulting Ltd., and BGC Shoken Kaisha Ltd.,

Donors:

"Coming of Age Day" Concert by Mizuho FG, Aflac, "AI In" and "Ma-do" (Criteria Inc.), Air Tahiti Nui, ANA InterContinental Ishigaki Resort, ANA Intercontinental Manza Beach Resort, ANA InterContinental Tokyo, Anrakutei, ASAHI FOOD & HEALTHCARE, LTD, Barrier Free Company, Blue Note Tokyo, The Capitol Hotel Tokyu, Cerulean Tower Tokyu Hotel, Cisco Systems, G. K., Conrad Tokyo, Continental Airlines, Cotton Club, CreCla, Diplomatt, Inc., The Economist, Four Seasons Bora Bora, Four Seasons Hotel Tokyo at Marunouchi , Good Morning Tokyo Co., Ltd., Grand Hyatt Tokyo, Hotel New Otani, Hyatt Regency Kyoto, i-cube , The Imperial Hotel, InterContinental Tokyo Bay, ITOCHU Corporation, JTB MOTIVATIONS, INC., Kao, The LAWSON Group (LAWSON ATM Networks, Inc., Ninety-nine Plus Inc., LAWSON, INC.), LITTLE ARTIST, Mandarin Oriental, Tokyo, Masahiro Murakoshi (Photographer) , Motion Blue Yokohama, NIKE JAPAN CORP., Nippon Express Co., Ltd., Otsuka Holdings Co., Ltd., Park Hyatt Tokyo, The Peninsula Tokyo, Pietro Zuco (Photographer)", The Ritz-Carlton, Tokyo, SAPPORO BEVERAGE CO. ,LTD., SAPPORO FINE FOODS CO., LTD, Shangri-La Hotel, Tokyo , Sheraton Grande Tokyo Bay, SHONAN Academy of Medical Welfare, The St. Regis Osaka, The Strings by InterContinental Tokyo, UNIFRUTTI JAPAN CORPORATION, United Airlines, Victoria Cazzoli (Photographer), The Wall Street Journal Asia, The Wall Street Journal Japan, The Westin Tokyo, and YOKUMOKU

Ten Non-profit Community Organisations supported by FIT For Charity Run 2010:

- **Bridge for Smile:** Supports children who are in the process of, or have gotten out of children's homes. Many struggle to get a job or higher education due to financial and social difficulties. Bridge for Smile provides programmes to help them get ready to live on their own and offers job training courses and seminars. <http://www.b4s.jp/en/index.html>
- **Hands On Tokyo:** Promotes the growth of volunteerism by mobilising a diverse and multinational group of individuals and corporate volunteers and matching them with meaningful service opportunities which address environmental, education and social issues in the community.
www.handsontokyo.org/en/home
- **Hospital Art Lab:** Use art to bring warmth and joy to the lives of people in hospitals, who face terminal illnesses. Hospital Art Lab provides various projects every year at over 40 hospitals all over Japan to improve the quality of life in hospital and to bring a healing effect to patients.
<http://wap.petit.cc> (Japanese only)
- **International Educational Association for Children (Living Dreams):** Supports children living in orphanages in the Tokyo area to be responsible, confident and empowered. Programmes use the "LAST" principle (Learning, Art, Sports and Technology) to generate confidence and motivation in children who, given the circumstances, may struggle to feel empowered. <http://livingdreams.jp>
- **Japan Association for Refugees:** Provides comprehensive - legal, social and community – assistance to refugees and asylum seekers in Japan. It also advocates to the Japanese government for a better refugee policy and raises awareness on the current refugee situation in Japan.
www.refugee.or.jp/en
- **Lifelink:** Aims to revitalise the Japanese society that sees more than 30,000 suicides each year. Lifelink treats suicide prevention as a "support for life" and tries to establish a comfortable society where people feel less anxiety and less likely to bring themselves to commit suicide. www.lifelink.or.jp (Japanese only)
- **Meisei Gakuen School for the Deaf:** Sign language was banned in Japanese Deaf education for almost a century. Meisei Gakuen, established in 2008, uses sign language as the language of instruction for all school subjects. www.meiseigakuen.ed.jp/english/index.html

- **Multicultural Center Tokyo:** “Multicultural Free School” is a place where immigrant children, who cannot enter school due to the age limit of compulsory education in Japan, can study Japanese and other subjects everyday to aim for higher education. www.tabunka.jp/tokyo/englishtop.htm
- **Mutsumi Heim:** Is a shelter for single mothers with children (under 18), of which many are the victims of domestic violence. It provides safe home, child care and guidance to re-establish their independence, counseling services and other therapeutic services to mothers and children. <http://www.yui-yui.net> (Japanese only)
- **PALETTE:** Aims to achieve a society in which all people can participate regardless of their disabilities. PALETTE works on solving problems that people with disabilities face in their lives - chiefly housing, vocational training, employment, and cultural and leisure activities. www.npo-palette.or.jp/english/index.html

For further information, please contact:

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