



# AXA Direct Japan 20<sup>th</sup> Anniversary Charity Run

~ 20 km de Bruxelles in Tokyo ~

# Outline

AXA Direct Japan holds a Charity Run Event in celebration of its 20th anniversary. We walk or run 5, 10 or 20km around the imperial palace in Tokyo.

It aims at supporting **Facility Dogs**, specially trained therapy dogs that provide love and companionship to kids hospitalized for long, under AXA's mission "empower people to live a better life."

Entry fees of the events and donation collected at the event are to be used to support "[Shine On! Kids](#)," an organization that raises/operates Facility Dogs. AXA Direct Japan will match the same amount of collected charity to donate to the organization.

All from beginners, kids and parents to full-fledged runners are welcome!

At the event, we will provide a stretch seminar for all participants, and running seminar for the 5km runners.

Let's run/walk together with AXA Direct Japan. Party will be held after the event.

The event will be held on May 27<sup>th</sup>, the same day as "20 km de Bruxelles".



# Details

## AXA Direct 20<sup>th</sup> Anniversary Charity Run

~ 20 km de Bruxelles in Tokyo ~

Date: May 27th, 2018 (Sun)  
Place: Around Imperial Palace (Start at Sakurada-mon)  
Events: 5km Walk, 5km Run, 10km Run, 20km Run

### <Entry>

Entry fees: 1,500 yen (for donation)  
Entry method: Online (RunNet – from Apr 3 to May 1)  
Donation: – Through Online (RunNet – from Apr 3 to May 1) \*English form will be ready around mid Apr  
– At the running station before/after run  
# of participants: 150 people at max

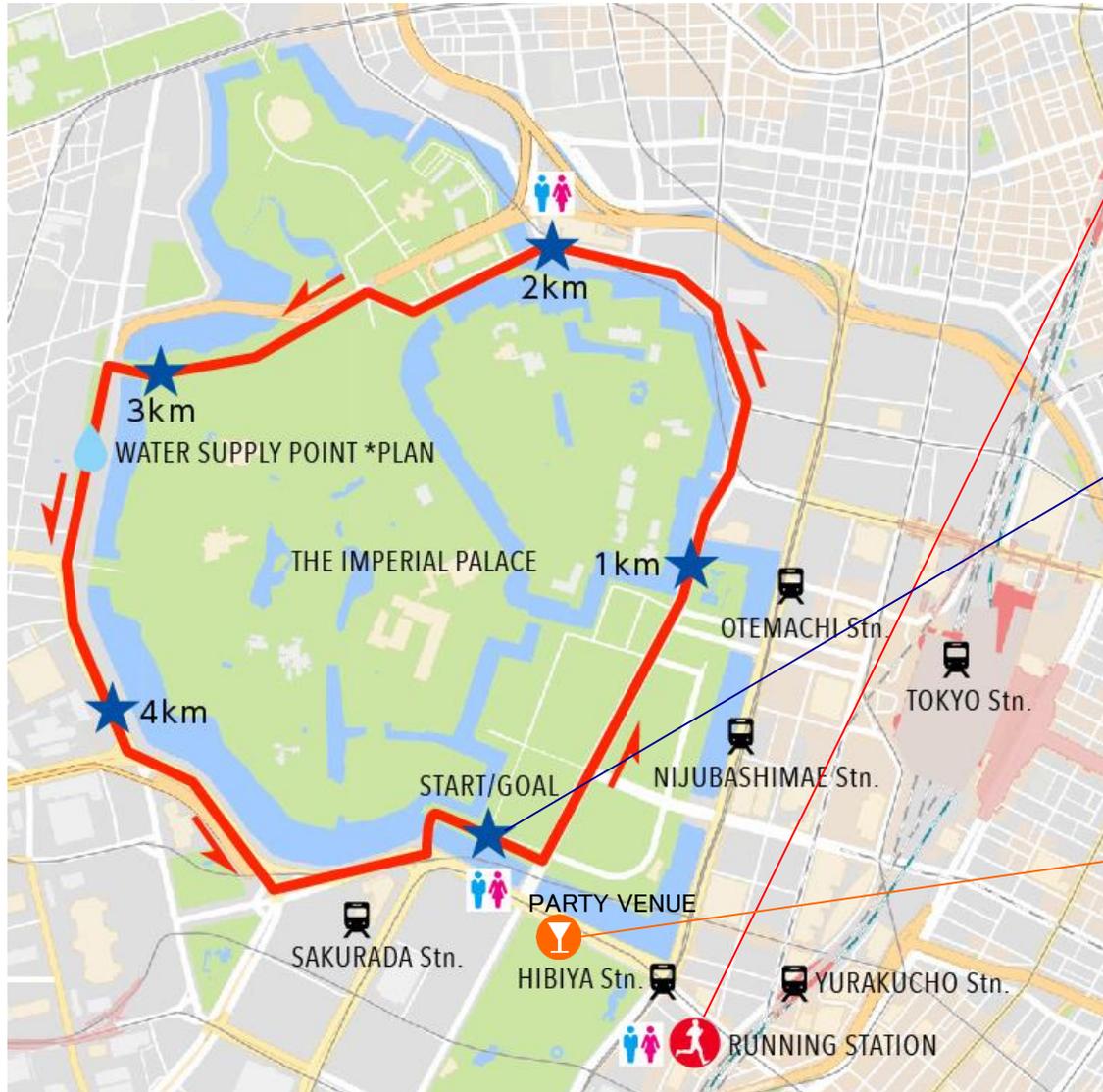
### <Schedule of the Day>

7:45 – 8:15 Check in at Running Station [Rafine Hibiya](#) (Yurakucho )  
8:40 – 9:00 Opening Ceremony  
(CEO speech, greeting from “Shine On! Kids”, Instructions, Group photo with facility dog)  
9:00 – 9:10 Warm-up stretch by professional trainer  
9:15 – Run Start – 9:15 (20km Run/ 5km Walk), 9:20 (10km Run), 9:25 (5km Run)  
For beginners (5km Runners), 10 min running seminar before start  
11:45 Goal limit for all Runners/Walkers  
11:30 – Cocktail for shorter distance runners at [Beer Terrace 1949 HIBIYASAROH](#)  
(Inside of Hibiya Park / Exclusively reserved)  
12:30 – 14:00 Party with all



# About the Course

Around Imperial Palace (1 lap:5km)



【Check in】

Running Station [Rafine Hibiya](#)



【Start/Goal】

Sakurada-mon



【Party after Run/Walk】

[Beer Terrace 1949 HIBIYASAROH](#)



# Q&A

## About Sponsorship

Q: Can a sponsor company place its company logo etc. at the venue?

A: As security policy around Imperial Palace is strict, booths, banners, flags, etc. cannot be placed around the course. Any goods to be distributed at the reception of the running station or the party venue, to motivate or to thank the runners, are very welcome.

## About Walk/Run

Q: Can kids participate in the event?

A: Elementary school students or older can participate. Elementary and junior high school students need to be accompanied by an adult. (Separate entry is needed.)

Q: Is the event going to be canceled in case of rain?

A: It will be held rain or shine. In case of heavy weather (torrential rain, strong wind, thunder, etc.), we may cancel the event. E-mail will be sent by 6:30 am of the day in case of cancellation.

Q: What do I need to bring?

A: Please bring your running wear such as short pants, shoes, towels, and drink.

We will provide an original T-shirt at check-in desk. Let's walk/run in the same T-shirt!

You can rent half pants, running shoes, and bath towel at the running station ([Rafine Hibiya](#) / rental fee is needed).

Q: Can I store my belongings?

A: Yes. You can use a locker of the running station ([Rafine Hibiya](#)). Please keep the locker key on your own.

Q: Can I use shower after walk/run?

A: Yes. You can use shower at the running station ([Rafine Hibiya](#)). As the number of the shower booths is limited, you may need to wait for a while when it is crowded.

Q: Can I know my time of the run/walk?

A: We will measure the time manually. “Certificate of running/walking” with your time will be sent to your house later. (If your residence is outside of Japan, PDF data will be sent to your e-mail address.)

Q: How can I donate to support the facility dogs?

A: Your entry fees are used for donation to “[Shine On! Kids](#),” an organization that raises/operates Facility Dogs. You can add donation when apply to the event online and at the venue (donation box at the reception of the running station).

AXA Direct Japan will match the same amount of the charity collected by the participants.

Q: Who can I contact for additional questions?

A: You can send questions to

[hans.vranken@axa-direct.co.jp](mailto:hans.vranken@axa-direct.co.jp)

or

[mayu.kameyama@axa-direct.co.jp](mailto:mayu.kameyama@axa-direct.co.jp)