



**ASICS REBORN WEAR PROJECT LAUNCHES JANUARY 24!
RECYCLING PROJECT DELIVERS A MESSAGE TO ATHLETES:
GIVING SPORTSWEAR WITH SENTIMENTAL VALUE NEW LIFE AS THE
OFFICIAL WEAR OF TOKYO 2020 JAPAN OLYMPIC AND
PARALYMPIC TEAM**

#2020に行ってこい

部活の引退試合。必死に完走したマラソン。子どものはじめての運動会。スポーツウェアにはさまざまなストーリーがある。そんな大切な練習着や勝負服に、もう一度輝くチャンスを与えられるとしたら？それは、思い出の詰まったあなたのスポーツウェアが、東京2020オリンピック・パラリンピック日本代表選手団の公式スポーツウェアとして生まれ変わるリサイクル・プロジェクト。さあ、とびきりのエールをその一着に込めて、一生に一度の大舞台に送り出そう。

ASICS REBORN WEAR PROJECT

あなたの思い出を
日本代表選手団
公式スポーツウェアに

KOBE, Japan (January 24, 2019) – ASICS Corporation, only the Olympic and Paralympic Games Tokyo 2020 Gold Partner in the sporting goods category, is launching the ASICS REBORN WEAR PROJECT (ARWPJ) on January 24, 2019. The project aims to offer a way to cheer for Tokyo 2020 Japan Olympic and Paralympic Team competitors by gathering sportswear rich with memories from people across the country and giving it new life as Tokyo 2020 Japan Olympic and Paralympic Team official wear. A campaign website will also be launched on the same day.

ARWPJ will recycle clothing associated with precious memories from school teams, sports days and marathons into the official wear of Tokyo 2020 Japan Olympic and Paralympic Team to be worn on the international stage. The project is open for all to participate and accepts clothes of any brand.

The project aims to gather about 30,000 items of sportswear with collection boxes set up in ASICS retail stores, sports retailers and at sports events to promote widespread participation. Recycled fibers extracted from the donated clothes will be used to manufacture official wear for Tokyo 2020 Japan Olympic and Paralympic Team.

Additionally, the collection boxes will display a two-dimensional barcode that allows users to access a dedicated website and sign up for a special email newsletter. Registered users will be able to receive messages from athletes, information on Tokyo 2020, and email progress reports as the clothing they have donated is reborn as official wear. There is also a launch of content generator that allows users to digitally frame photographs of sportswear with sentimental value and post it on social media, further building up positive energy ahead of Tokyo 2020.

ARWPJ will also roll out advertisements featuring advisory ASICS staff members, Yoshihide Kiryu and Saori Yoshida along with their personal sportswear.

ASICS aims to contribute to the realization of a sustainable society in line with the UN's Sustainable Development Goals (SDGs), and its target to reduce CO2 emissions by 2030 was officially approved by the Science Based Targets initiative (SBTi)*1 on August 1, 2018. One of the concrete measures which ASICS has set to achieve this target is replacing polyester materials in shoe uppers and sportswear products with 100% recycled polyester.

ARWPJ will apply a circular production and development process to extract polyester from the donated items, use it to manufacture thread and fabric, and then produce new sportswear and shoes*2.

ASICS is launching ARWPJ to advance sustainability and sports promotion, and to contribute towards making the Olympic and Paralympic Games Tokyo 2020 the most innovative to date. ASICS will continue to contribute to the success of Tokyo 2020 and to reducing environmental impacts.

*1 The Science Based Targets initiative is an international organization that supports companies in establishing emission reductions targets in line with scientific consensus on how to limit global warming to 2°C compared to pre-industrial era temperatures.

*2 For shoes, the upper and the insole are made with recycled materials.

Overview of the ASICS REBORN WEAR PROJECT

Collection period	January 24 – May 31, 2019 Note: Collection may end once the target has been met.
Items collected	Sportswear Note: All brands accepted. Polyester will be recycled, and other materials used as fuel etc.
Collection target	Approx. 30,000 items
Collection method	Collection boxes will be set up in stores and sports event venues. Stores: <ul style="list-style-type: none"> • ASICS retail stores across Japan • Sports retailers Please see the campaign website for information on stores with collection boxes, collection period and details: https://www.asics.com/jp/ja-jp/tokyo2020/rebornwear Notable sports events: Collection boxes will be set up at the ASICS booth in various sports events.

Campaign website

<https://www.asics.com/jp/ja-jp/tokyo2020/rebornwear>

(Scheduled to open at 11am on January 24, 2019)





JOC/JPC Gold Partner (Sporting Goods)