



Yuru-Chara Design Contest

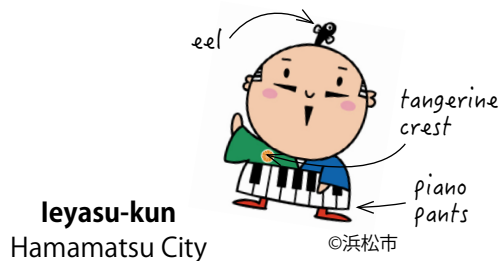
Create a Mascot to support Team GB!

To celebrate the 2020 Olympic and Paralympic Games in Tokyo and the important role of mascots in Japanese culture, we invite you to design your own Yuru-Chara!

What are Yuru-Chara?

Yuru-Chara is the name for mascots in Japan which have been designed to represent local areas, companies, or events! Have you seen the Tokyo 2020 Olympic Games mascots, Miraitowa and Someity?

Every Yuru-Chara has a different personality, likes and dislikes and come in all shapes and sizes. They also have features which represent unique things from their area. For example, Someity is pink like the cherry blossoms and Miraitowa has a traditional checkered design called Ichimatsu! Check out examples of Yuru-Chara from Japan below.



Create your own Yuru-Chara!

Noj is designed by the Japan Society to represent Norwich. Now we want you to design your own Yuru-Chara character to join him in our support for Team GB in the Tokyo 2020 Olympic Games this year! **Follow the guidelines below when designing your mascot.**

1. Pick a location in the UK as your Yuru-Chara's hometown (it can be where you live or where you were born). Think of things that place is famous or well-known for, such as food or drink, animals or plants, a person, or special landmark, then select one of these to be the shape of your Yuru-Chara .
2. Choose 1 or 2 of the other things to add as small features for the character.
3. Design your Yuru-Chara doing your favourite summer Olympic or Paralympic sport. (For the full list of sports, visit <https://olympics.com/en/sports/>).



Noj is from the city of Norwich. He is shaped like a canary, icon of Norwich's football team, and wears a hat and suit that represent famous things in Norwich. He is chirpy and creative. His favourite olympic sport is skateboarding!



My Yuru-Chara Mascot!

Your Name:

Age:

Contact email:

City/County:

Where did you hear about the contest?

- JS email Facebook Twitter Instagram
 family/friends/teachers Others:

Name of Yura-Chara:

Its hometown:

Personality:



Entry Guidelines

- Design your Yuru-Chara in the space above **following the design guidelines on page 1 of this form.**
- Take a picture or scan a copy of your entry and email to education@japansociety.org.uk
- Anyone is welcome to send us their Yuru-Chara, but entrants must reside in the UK to be eligible to win a prize.
- By entering the contest, participants agree to their Yuru-Chara being shared on the Japan Society's website and/or social media (personal information will not be shared)

Deadline: Sunday, 5 September 2021