

THE 27TH AOYAMA FESTIVAL

INVITE TO PARTICIPATE IN THE AOYAMA WORLD PARADE



The 27th AOYAMA Festival's "AOYAMA World Parade" will celebrate Tokyo's win as host city of 2020 Olympic and Paralympic Games. Since the New National Stadium Japan will be built in the Aoyama area, this year's theme will be to promote international exchange towards the 2020 Tokyo Olympics. People from different countries resident in Tokyo are invited to join the Parade, that will proceed along Aoyama Street for 2.3 km. We are looking forward to your active participation in the event.

《General Outline》

DATE : **October 26th, 2013 (Sat.)** * canceled only in case of heavy rain

PLACE OF CEREMONY : **In front of HONDA Welcome Plaza,
Intersection of AOYAMA 1chome**

TIME : **13:00 ~ 15:00**

***Ceremony starts from 13:00 / Parade starts from 14:00**

CONCEPT : The "AOYAMA World Parade" represents the main event of the AOYAMA Festival. People related to the Embassies located in Minato Ward, foreigners from different countries resident in Tokyo and people from all over Japan are invited by the Aoyama Shop Owners Association to join this parade, which proceeds along Aoyama Street in a palette of colors and cultures and reminds to everybody the importance of international cooperation.



A TOTAL OF OVER 500 PEOPLE PARTICIPATED LAST YEAR

<Last year's participants>

- 70 people related to the Aoyama Shop Owners Association
- 100 students from schools in Aoyama
- 100 people related to Embassies
- 45 kids from Taiwanese Elementary school invited for cross-cultural exchange
- 100 people from Brazilian Samba teams
- 50 people from Tohoku disaster areas
- 50 people from other groups

