

## **AEON VIETNAM OFFICIALLY LAUNCHED RELAY RACE "AEON EKIDEN 2023" FOR 2<sup>ND</sup> CONSECUTIVE YEAR, BRINGING A NEW EXPERIENCE TO HAI PHONG RESIDENTS FOR THE 1<sup>ST</sup> TIME**

*In its ongoing efforts to promote a healthy lifestyle and community cohesion, on August 27, 2023, AEON Ekiden "Relay Road – Together have fun" enters its second year with an official launch at AEON Hai Phong Le Chan, in conjunction with the Vietnamese-Japanese cultural festival.*

Being held in Hai Phong for the first time, AEON Ekiden has attracted twice the number of participating teams compared to the previous year. The event is part of a series of activities commemorating the 50th anniversary of Vietnam - Japan diplomatic relations. It is organized across three locations: the first takes place in Hai Phong on August 27, followed by the next leg on September 24 at the newly opened AEON Binh Duong New City SSM in New Binh Duong City, and the final in Ho Chi Minh City will be on October 29.

With the desire to collaboratively build a bright and happy future with customers, AEON Vietnam consistently strives to make each customer's purchase at AEON Vietnam is well spent & meaningful by every coin. The company's commitment goes beyond providing customers with quality products and services that ensure peace of mind and safety in their daily lives. AEON also aims to join hands with customers in creating shared values and fostering connections among individuals and society in three key pillars: environment, society, and economy.

In the Society pillar, with the aim of promoting a happy lifestyle and creating a diverse and inclusive community, AEON Vietnam consistently collaborates with local communities in every location where AEON Vietnam is present to organize activities that enhance both mental and physical well-being.



*Mr. Tanaka Kosei, Back Office Executive Director at AEON Vietnam shared in the launching event*

As a combination of sports training and cultural exchange, the AEON Ekiden event is organized with the dual purpose of promoting a healthy lifestyle, improving physical and mental health, fostering stronger bonds among family members and the community, and facilitating cultural exchange between the two nations of Vietnam and Japan. The event consists of two main activities: AEON Ekiden "Relay Road – Together have fun" and the Vietnamese - Japanese Cultural Festival in the morning, followed by the AEON Cosplay Festival competition in the afternoon.



During the launch ceremony of the AEON Ekiden 2023, Mr. Tanaka Kosei, Back Office Executive Director at AEON Vietnam, stated: *"In 2023, on the occasion of the 50th anniversary of establishing diplomatic relations between Vietnam and Japan, the AEON Ekiden 2023 race continues to be organized with the aim of promoting a healthy and happy lifestyle, as well as a sense of unity within the local community and between the two countries, Vietnam and Japan, as a whole."*

### **Relay Race AEON Ekiden - Promoting Healthy Lifestyle and Spirit of Unity**

"Ekiden" is a familiar term in the traditional culture of Japan, representing the spirit of unity and overcoming challenges for a common goal through relay running. At the relay exchange points, team members pass on the Tasuki ribbon, symbolizing endurance, and unity. This act of passing the Tasuki signifies mutual support and collaboration to conquer the running course and reach the finish line, while also acting as a symbolic thread that binds individuals within the local community.



*Athletes participating in AEON Ekiden 2023 prepare before participating in the relay race*

The launch event of the relay race AEON Ekiden 2023 on August 27, 2023, in Hai Phong, drew the participation of thousands of people, assembling around 200 relay teams, each consisting of 5 members, doubling the number of registered teams from 2022. Similar to the previous year, the race was divided into two categories: Category A, where each team comprised 5 family members including at least 1 child (aged 5-12), and Category B for teams with members aged 13 and above.



*Families - teams participating in AEON Ekiden 2023 had meaningful bonding moments*

With the relay format, AEON Ekiden not only promotes a healthy lifestyle and enhances mental well-being but also contributes to strengthening family and community bonds. Additionally, it imparts values of teamwork, collaboration, and physical fitness to the younger generation through participation, showcasing the importance of team-building and cooperative effort.

### **Vietnamese - Japanese Cultural Festival - Enriching Cultural Experiences and Strengthening Friendship between Two Nations**

Alongside the lively relay race, the Vietnamese - Japanese Cultural Festival is held in parallel, attracting many families with young children and young individuals to take part in various novel and distinctive activities, deeply rooted in the traditional cultures of both countries. This festival contributed to diversifying the local residents' experiences. Through traditional games at the Japanese Expo such as kendama and fukuwarai, as well as well-known Vietnamese traditional games like “tò he” and “tô tượng”, participants immersed themselves in a joyful and vibrant atmosphere. These activities also reflected the spirit of unity and the cultural exchange between the two nations.



*The children are excited about the game area imbued with the traditional culture of Vietnam – Japan*

Furthermore, the AEON Cosplay Festival competition was held in the afternoon of August 27, providing a colorful playground with a strong Japanese cultural influence for young individuals who share a passion for Japanese manga and film culture, dressing up, and embodying famous characters. Thousands of young people have participated in the competition, showcasing their creativity and individuality through a range of captivating costumes and makeup styles.



*The best faces in the AEON Cosplay Festival 2023*

AEON Ekiden "Relay Road – Together have fun" promises to spread exciting experiences for participants at AEON Binh Duong New City on September 24 and AEON Binh Tan Shopping Mall, Ho Chi Minh City on October 29. It will also contribute to strengthening the friendly ties between the two nations, Vietnam and Japan, on the occasion of the 50th anniversary of their diplomatic relations.

AEON Vietnam aspires to be a bridge connecting the two countries not only in the field of commercial cooperation but also in cultural exchange, and to contribute to sustainable development wherever AEON is present across Vietnam.

In addition to the Relay race AEON Ekiden 2023 and the Vietnamese - Japanese Cultural Festival, AEON Vietnam organized and participated in various other meaningful activities to celebrate the 50th anniversary of Vietnam - Japan diplomatic relations. On July 7, 2023, AEON Vietnam organized a tree planting ceremony in New Binh Duong City, aiming to create a clean and green living space. Furthermore, AEON Vietnam organized the "Vietnam Fair in Japan" in June 2023, followed by a Japanese festival in July 2023, and the "Connecting OCOP Products 2023" fair in August 2023 at their AEON General Merchandise Stores (GMS) in Vietnam.

To register for the races in Binh Duong and Binh Tan, please visit:

- Binh Duong: September 24, 2023. Register [here](#)



- Binh Tan: October 29, 2023. Register [here](#)
- 

For more detailed information, please contact:

- Corporate Communicati~~osn~~ and External Relations Department - AEON Vietnam Co., Ltd. Phone: 033 217 9797
- Email: [phongtruyenthong@aeon.com.vn](mailto:phongtruyenthong@aeon.com.vn)
- Website: <https://aeon.vn/>