

AEON EKIDEN 2024 WRAPS UP WITH NEARLY 4,000 RUNNERS

On August 24, 2024, the final race of AEON EKIDEN at AEON Tan Phu Celadon, officially closing the 3rd season of the “AEON Ekiden – Relay Road, Together have fun” after a journey across 3 major cities. This year, AEON EKIDEN had welcomed the enthusiastic participation of nearly 4,000 runners, covering a total distance of 3,000 km. The relay race, combined with a Vietnam–Japan Cultural Festival, has been an annual event organized by AEON Vietnam since 2022.

Promoting a Healthy, Connected, and Enriching Lifestyle

Following the success of previous seasons, this series of events continued to promote a healthy lifestyle, foster family and community bonds, and encourage cultural exchange, enriching the Vietnam-Japan cultural experience.

Kicking off at AEON Long Bien, Hanoi on June 30, followed by AEON Binh Duong Canary on July 28, and concluding at AEON Tan Phu Celadon, Ho Chi Minh City on August 24, 2024, the AEON Ekiden 2024 series attracted thousands of participants. The unique combination of sporting activity (the AEON Ekiden relay race) and cultural exchange (the Vietnam- Japan Cultural Festival) alongside performances like the AEON Cosplay Festival created a distinctive event that drew large crowds. In its third season, AEON Ekiden also made significant improvements to pursue environmental protection goals through sustainable solutions, such as using eco-friendly materials, medals made from recycled plastic, and fan designs without plastic handles,...



AEON Ekiden 2024's atmosphere full of excitement

“The love and support of the community have always been the greatest motivation, helping AEON Ekiden become an annual program held for three consecutive years, with the aim of promoting a healthy & happy lifestyle, as well as fostering community spirit,” said Mr. Takeuchi Takashi, Chief Administrative Officer of AEON Vietnam, at the event.



Mr. Takeuchi Takashi, Chief Administrative Officer of AEON Vietnam

AEON Ekiden 2024 recorded impressive numbers: nearly 3,000 km accumulated by relay teams completing the race together. This achievement was not only due to the efforts and contributions of the participants but also the result of the solidarity and determination of all members throughout the journey. AEON Ekiden is not just a simple race but also offers participants fascinating experiences and meaningful moments of bonding as they push their limits together, conquering race stages. It is also an opportunity for members to create beautiful memories and strengthen family and team relationships.



Families and Teams participating in AEON Ekiden 2024 enjoy meaningful moments together

Besides the AEON Ekiden race, thousands of youngsters who are passionate about Japanese culture also had the chance to participate in various exciting activities during the Vietnam-Japan Cultural Festival and the AEON Cosplay Festival. The cultural experience areas, traditional Japanese games such as Kendama and Fukuwarai, attracted many young participants. Folk stalls with activities like making rain dolls and molding To He figurines were also ideal destinations for families and children. Particularly impressive was the AEON Cosplay Festival, a fun playground for cosplay enthusiasts who enjoy dressing up as famous characters from Japanese culture. Featuring many talented faces, the AEON Cosplay Festival offered spectacular performances, showcasing the limitless creativity of young talents.



The Vietnam-Japan Cultural Game Area attracts many children with fascinating cosplay performances

Sharing about AEON Ekiden 2024, Mr. Canh Danh, who has participated in Ekiden for three consecutive years, said, "I had a wonderful experience at this year's Ekiden. Especially when receiving the recycled medal, I was not only happy to achieve a result but also felt like I contributed a small part to environmental protection. I hope that Ekiden will continue to grow even more."



Mr. Canh Danh accompanies AEON Ekiden for three consecutive years

AEON Vietnam's Commitment to Building a Sustainable Community Together

With a commitment to sustainable development through a long-term and methodical strategy, AEON Vietnam joins hands with customers to create shared values through three main pillars: Economy, Environmental, and Society. The retailer continuously implements diverse activities to enhance connection and contribute to local sustainable development values.

Furthermore, by incorporating elements of Vietnamese and Japanese culture and environmental protection activities, AEON Ekiden has helped build a bridge connecting the two countries and raised community awareness about environmental protection, thereby working with Vietnam towards a sustainable future.

In the long-term, AEON still considers Vietnam its second key market after Japan. Accordingly, AEON Vietnam aims to become a solid bridge between the two countries, contributing to promoting economic and social cooperation. The desire to accompany Vietnam on the path to sustainable development is also the driving force that keeps AEON constantly innovating, providing customers with high-quality products and services that ensure peace of mind and convenience.



With the goal of creating a bright and happy future together with customers, AEON Vietnam strives to make every shopping experience meaningful. This is also the motivation for AEON Vietnam to continually renew itself, not only serving consumers with quality products and services but also partnering with customers to create shared values and promote connections among individuals within the community and society. Thus, AEON Vietnam aims to work hand in hand with the local community to build a sustainable future through environmental, social, and economic aspects.

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