

News from Iwate's Reconstruction

The news from Iwate as it moves toward reconstruction

We are deeply grateful for the heartwarming encouragement and support received from both within and outside of Japan in the aftermath of the Great East Japan Earthquake and Tsunami, which struck on March 11, 2011. The precious bonds created during this time will always be cherished.

We will now bring you the news from Iwate's reconstruction.

108 Days until the National Sports Festival 129 Days until the National Sports Festival for People with Disabilities



Ganbaro, Iwate!
Let's stick together, Iwate!



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Moisturizing Liquid made with Ryusendo Water : On Sale June 25th

Iwaizumi

May 26th, 2016 (Thu) saw the announcement of a moisturizing liquid ("keshousui") made using natural mineral water from the famous "Dragon Blue" underground lakes of Ryusendo Cave in Iwaizumi.

The idea was launched by the "Iwate Sanriku Bridge to Reconstruction Project", which aims to pave the way toward the future of a rebuilt Iwate. The moisturizer was developed through a collaborative effort between

Iwaizumi Industrial & Development, Iwaizumi Milk Products and Nippon Zettoc (Shinjuku, Tokyo).

Development teams consisted of female staff from each company, who worked to pursue a product that improves skin texture and seals in a lot of moisture.

"We want to develop a local product that will be a longtime best seller. It would be really great if people who bought the moisturizer thought of

Iwaizumi and then made a trip over here," said President Kinya Yamashita of Iwaizumi Milk Products.

The moisturizer will officially hit the market at the town's 2nd Iwaizumi Yogurt Factory Festival on the 25th. It will be available for purchase at local rest stops and hotels after the 25th as well. Future plans are progressing for a national release.



President Yamashita (Iwaizumi Milk Products Co.) presenting the company's new brand of moisturizer



The unique blue bottle portraying Iwaizumi's blue waters



Female staff on the development team

The 3rd Otsuchi Cup – Otsuchi Bay Flounder Fishing Competition

Otsuchi

On June 5th, 2016 (Sun), the 3rd Otsuchi Cup – Otsuchi Bay Flounder Fishing Competition (sponsored by Fukkou Machisukuri Otsuchi) was held.

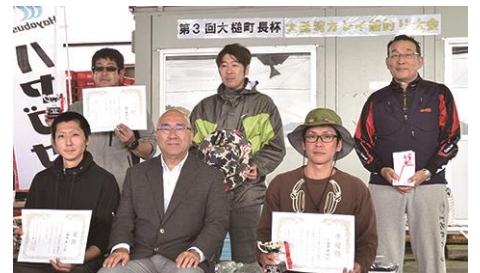
The competition was held in support of the reconstruction, as well as to get people to enjoy the Sanriku coast, which is known as one of Japan's best fishing grounds. The aim was to catch the largest gross weight of flounders larger than 25 centimeters.

A total of 139 participants gathered at 5:30 A.M. and separated onto 19 fishing boats. They sailed through

Otsuchi Bay, Funakoshi Bay, and Ryoishi Bay. Mr. Hayato Tanaka placed first with 24 fish weighing a grand total of 9,890 grams.

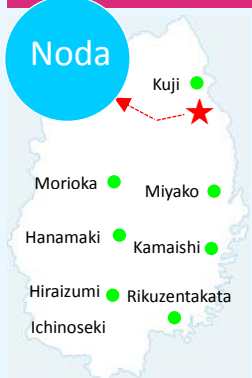
At the awards ceremony held at Otsuchi Fishing Market, the Regional Women's Committee provided piping hot bowls of fish ball soup made with pacific saury. There were also Mukaikawara toramai (tiger dance) performances, a scallop fishing competition, and much more. The locals and participants were able to enjoy a great day full of laughter and smiles.

"I hope more and more people visit Otsuchi, especially with the great seasonal sights that it has to offer," said Kozo Hirano, the mayor of Otsuchi.



The award recipients (front row and left: Mr. Tanaka, the winner of the competition)

Spreading the joy. Giving thanks. The Land of Hope Iwate National Sports Festival and National Sports Festival for People with Disabilities



Event ▶ Rubber Baseball Dates ▶ October 2nd (Sun), 3rd (Mon), and 5th (Wed)
Venue ▶ Rising Sun Stadium (Noda Sports Park)
Demonstration sport ▶ Walk rally
Contact ☎ 0194-78-2936 (Noda Town Hall Board of Education)

Noda INFORMATION

Noda is a village located on the northern coast Iwate, with a population of approximately 4,400 people. With a total land area of 80.80 square km, it's a small town, but it takes full advantage of its geographical location. Utilizing locally produced salt, which holds a long history, and the wild grapes that grow on its highlands, the town manufactures various products for sale. Held in high regard are the scallops, oysters, wakame seaweed, and other local specialties that are caught in the wild seawaters running alongside the town. Make a trip over to Noda sometime, and try them for yourselves!



