



## Press Release

### **Fifth annual FIT For Charity Run set for November 29**

#### ***Tokyo's financial industry unites again in support of local non-profit organisations***

TOKYO, September 3, 2009 – Tokyo's financial industry will come together again on November 29, 2009 for the fifth annual Financial Industry in Tokyo (FIT) For Charity Run, to be held at the National Kasumigaoka Stadium in Shinjuku ward. Funds raised will be donated to the following six non-profit community organisations based in the Tokyo area: Florence, Japan Hearing Dogs for Deaf People, Kibo-no-Ie, Nonohana-no-Ie, Place Tokyo and The Tyler Foundation for Childhood Cancer.

Established in 2005, FIT For Charity has already supported 22 charities through participation by approximately 14,000 individuals from the leading companies in Tokyo's financial community. Last year, nearly 94% of funds collected were passed directly on to the nominated charities. The event has grown rapidly from more than 1,500 participants and more than JPY 16 million donated in 2005 to nearly 4,900 participants last year and approximately JPY 55 million donated.

"FIT For Charity's growth is a testament to the financial industry's commitment to positively contribute to the Tokyo community. This past year has been a critical one for our industry and it is now more important than ever that we work together and demonstrate that commitment. FIT For Charity Run 2009 promises to be a fun event that will generate meaningful financial support for local community organisations," said Guy Matthews, Co-chair of the FIT For Charity Run 2009 Organising Committee.

The FIT For Charity Run incorporates a 10km run (5 laps), a 4km fun run (2 laps) and a 2km walk (1 lap). In addition, a 4x100m inter-company relay and a kids sprint are held around the athletics track of the stadium. Prizes are awarded to the fastest male and female runners for the 10km and 4km distances, the fastest relay teams, the best costumes and the top three fundraising teams. A raffle is also held at the event, with prizes including stays at luxury hotels and restaurant vouchers.

FIT For Charity welcomes sponsors and participants from members of Tokyo's financial industry and related fields. The donation fee for runners and walkers is JPY 5,000 per individual (free for children under 16). Those interested in corporate sponsorship, participating as a runner or walker or volunteering can find further information on the FIT For Charity website at: <http://www.fitforcharity.org/how-to-get-involved>



### **The FIT For Charity Run 2009 Organising Committee**

Bank of America Merrill Lynch, Bank of New York Mellon, Barclays Group, Barrier Free, Bloomberg L.P., Citi (Co-chair), Credit Suisse, Deloitte Touche Tohmatsu, Deutsche Bank Group, Eat creative, eigobar.com, Fidessa, Freshfields Bruckhaus Deringer, Goldman Sachs, HSBC Group, J.P. Morgan, KPMG AZSA & Co., Kreab Gavin Anderson, Mitsubishi UFJ Merrill Lynch PB, Mitsubishi UFJ Securities Co., Mizuho Securities, NICHIAI, Nikko Asset Management, PriceWaterhouse Coopers, Royal Bank of Scotland, Tokio Marine Capital Co., Ltd., and UBS Group (Co-chair).

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### **About the Financial Industry in Tokyo (FIT) For Charity**

The Financial Industry in Tokyo (FIT) established the FIT For Charity Run to provide people in the financial and related fields in Tokyo with an opportunity as an industry to support local charities. FIT For Charity chooses to make a difference to its community by raising money for local non-profit community organisations serving important but not necessarily well recognised or understood needs, and which might possess only limited fund-raising capabilities. For more information, please visit [www.fitforcharity.org](http://www.fitforcharity.org)

**The FIT For Charity Run 2009 Organising Committee is also sincerely appreciative of the support of the Japan Cycling Association, The Asahi Shimbun and The Nikkei.**

**Schedule on November 29, 2009.** The run will take place rain or shine.

**Venue:** National Kasumigaoka Stadium and the outer garden of Meiji Shrine (Meiji-jingu Gaien) in Shinjuku-ku, Tokyo

**Starting times:**

- 09 : 10 10km run (5 laps)
- 10 : 30 4km fun run (2 laps)
- 11 : 20 2km walk (1 lap)
- 11 : 30 4x100m inter-company relay (within the stadium, 32 sets in order of arrival)
- 12 : 20 Kids sprint (within the stadium)
- 12 : 40 Awards Ceremony (within the stadium)

**Non-profit Community Organisations supported by FIT For Charity Run 2009 :**

- **Florence:** Operates a community-based day care center for sick children, thereby helping to create a society where parents can work and raise children simultaneously.  
<http://www.florence.or.jp/about/domain/>
- **Japan Hearing Dogs for Deaf People:** Trains hearing dogs and service dogs to facilitate, at zero charge, the deaf and the physically disabled to participate in society. Chooses training dogs out of abandoned dogs or dogs without owners. <http://www.hearingdog.or.jp/index2.htm>
- **Kibo-no-le:** Provides a home for children who have no parents or who do not have a safe place to live, due to abuse or other reasons. Supports these children to become self-reliant.  
<http://www.kibo-noie.com/index.html>
- **Nonohana-no-le:** Operates an orphanage/childcare centre, which hosts a total of 46 local and foreign children. The home needs to install air-conditioners in some rooms, which currently do not have any, and to set up an additional kitchen as well. <http://www.hanazaki.jp/english/index.html>
- **Place Tokyo:** Aims to foster a community environment for people living with HIV/AIDS by providing direct support, educational activities on prevention, research and training. <http://www.ptokyo.com/>
- **The Tyler Foundation for Childhood Cancer:** Supports Japanese children with cancer and their families. Innovative programs empower through education, counseling, activities and sibling support (in hospital and at our Shine On! House), and promote medical excellence. <http://www.tylershineon.org/>

**For further information, please contact:**

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