



Aoba Foodbank Press -No.9-

The first foodbank held at Susukino Danchi



Sakura Princess supports foodbank event.



Foodbank at Susukino Danchi in Aoba Ward.

December has come and we are feeling that the food distribution activities have reached their peak. This time, we held our first food bank activity at Susukino Danchi in Aoba Ward, Yokohama City. The International Cultural Exchange Study Group participates in the activities as a member of the Yokohama Living Lab, coordinated by the Yokohama City Policy Bureau, and agrees with the concept of "Circular Economy Plus". This was a part of our food support activities. As a part of the food support activities, almost 100 people came to receive vegetables and other items from Kagawa Prefecture.

The woman in the photo is the "Sakura Princess," selected by the Japan Sakura Association from a nationwide open competition, and she helped us distribute food at the Susukino Complex. Normally, she promotes Japanese culture to the world and deepens understanding of cherry blossoms in Japan by participating in events such as cherry blossom planting ceremonies and cherry blossom festivals and interacting with local people.

Since its establishment in 1964, the Japan Cherry Blossom Association has continued its activities for more than 50 years based on the basic principle of contributing to environmental conservation through the planting and protection of cherry trees. It can be said that the organization is a pioneer of the SDGs activities that are being called for around the world these days.

In Aoba Ward, there is a group called "Sakura wo Aisurukai" that supports the rows of cherry trees along the Tsurukawa River, and the International Cultural Exchange Study Group has also collaborated with them to promote local exchange and culture. Cherry blossoms are the heart and soul of the Japanese people, and they have become a common aesthetic sensation, so I am glad that we have been focusing on protecting them.

This time, "Relationship of Sakura" expanded the circle of support for the food bank activities of several organizations and deepened our ties. I would like to express my gratitude to the Yokohama City Policy Bureau, Susukino Danchi, and everyone else involved.