

ASICS Corporation

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ASICS to sponsor Tokyo Marathon 2009

Kobe, Japan - ASICS Corporation has announced that it will sponsor Tokyo Marathon 2009 which is going to be held on Sunday March 22, 2009. It will be the third consecutive year that ASICS sponsors the mass running event.

In addition to providing kits for officials and volunteers, ASICS will also play an important role in communicating with runners. As a running gear specialist, it will provide a lot of information on marathon running through its website and print media. ASICS aims to create a fun-filled atmosphere leading up to Tokyo Marathon 2009.

This year's marathon, the largest running event in Japan, proved to be a big success with 32,000 participants. More than one and a half million people cheered the runners on along the course.

ASICS has been sponsoring Tokyo Marathon since it was first held in 2007. For Tokyo Marathon 2008, ASICS provided 15,000 volunteers with coats, hats and bags. Runners were given a kit including a T-shirt and they received thermal jackets at the finish line.

ASICS also had a booth at the Marathon Expo site where it sold official products. In addition, an in-store campaign was held at its flagship shop ASICS Store Tokyo in Ginza.

ASICS president and representing director, Motoi Oyama, said: "ASICS has played a big part in creating a running culture as the official sponsor for ING New York City Marathon, Gold Coast Marathon and Hamburg Marathon. About 90,000 people applied for Tokyo Marathon the first year, and it went up to 150,000 in the second year. We are expecting that the popularity will increase further in the future. ASICS will keep striving to contribute to people and society

by sponsoring Tokyo Marathon, and expand it to a worldwide event. Running is becoming a part of the urban lifestyle in Japan.”

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