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SANSHOU

～Inaugural Mountain Day National Ceremony – Journey to～

"SANSHOU"～The Record-book of the Inaugural National Ceremony for Mountain Day～



Organizing Committee for the Inaugural National Ceremony for Mountain Day

Honorary Advisor: Sadakazu Tanigaki
Advisors: Seishiro Eto / Koki Ando
Honorary President: Shuichi Abe

President: Akira Sugeno
Vice Presidents: Tetsuro Matsuzawa / Toshiaki Kamijo / Eri Nakajima / Akio Tsubota
Members: National Mountain Day Convention, Nagano Prefecture, Matsumoto City, Kamikochi Town Council, National Police Agency, Fire and Disaster Management Agency, Ministry of Education, Culture, Sports, Science and Technology, Japan Sports Agency, Ministry of Agriculture, Forestry and Fisheries, Ministry of Land, Infrastructure, Transport and Tourism, Japan Tourism Agency, Ministry of the Environment, Kamikochi Resort Hotel Association, Japan Alpine Lodge Association, Matsumoto City Alps Tourism Association

Looking Towards our Mountains' Future, from Kamikochi



Akira Sugeno
Mayor of Matsumoto City
President of the Organizing Committee for the Inaugural National Ceremony for Mountain Day

I feel delighted and honored that the memorable Inaugural National Ceremony for Mountain Day was held in Matsumoto City, Nagano Prefecture, and that the publication of this compilation, "Sansho – Inaugural National Ceremony for Mountain Day – Journey to Completion" was possible. Compiling the various initiatives during an approximate one year period centered around the ceremony, this publication represents a book of records to convey the thoughts and feelings put into the ceremony, a historical document to pass on the memory of the various events to the next generation, and a PR magazine to publicize broadly the first Mountain Day, both within and outside of Japan. I would be delighted if the publication were to be broadly utilized.

A total of 17,360 people attended the various events held over the two days in Kamikochi and the Matsumoto City area.

On Mountain Day on the 11th of August at Kamikochi, we successfully held a formal yet animated commemorative ceremony under clear skies, graced by the presence of Their Imperial Highnesses The Crown Prince, Crown Princess, and Princess Aiko, and with guests invited from various countries' embassies. In a moving address, His Imperial Highness The Crown Prince spoke of the thoughts and feelings of the many people who contributed to the establishment of Mountain Day, and of the children who will lead the next generation.

Through all events during the convention period, such as the grand celebratory ceremony held based on the various programs expressing thoughts of gratitude towards mountains, the international forum commemorating Mountain Day's establishment, themed "Promoting Universal Mountain Tourism", and the Shinshu Yomoyama Festival held at Kamikochi and Matsumoto Castle Park, together with the various related events held throughout the year leading up to the convention, Mountain Day has become known and familiar to a wide range of people, of all ages. This is a wonderful result and made me appreciate anew the significance of holding this convention.

Mountain Day is the world's first national holiday recognizing mountains. The process of creating a convention without precedent is no doubt comparable to climbing a high, steep, untrodden mountain: accompanied with much difficulty. However, with the warm support and guidance provided by all involved, we advanced step by step towards the finish line. Hereafter, carrying the pride and responsibility of having held the inaugural convention, it is my intention to work even harder to promote initiatives that demonstrate our affection, care, and practical use of mountains.

Once again, I would like to express my deep gratitude to everyone who assisted with the holding of the convention, all those from within and outside of Japan who were involved with and supported Mountain Day, and all who collaborated in the publishing of this magazine. My determination to hand down to the next generation these amazing mountains that grant us healthy, spiritually rich lives has been renewed afresh. Thank you very much.

Conveying the Value and Appeal of Mountains from Nagano to the World



Shuichi Abe
Governor of Nagano Prefecture
Honorary President of the Organizing Committee for the Inaugural National Ceremony for Mountain Day

Over the 10th and 11th of August in the refreshing summer mountain breeze, graced by the presence of Their Imperial Highnesses The Crown Prince, Crown Princess, and Princess Aiko, a magnificent national ceremony was successfully held, attended by approximately 17,000 guests from inside and outside of Nagano Prefecture, commemorating the new national holiday of Mountain Day.

Nagano Prefecture is Japan's most prominent mountainous prefecture. Also known as "The Roof of Japan", it is home to fifteen of the twenty-three 3000-meter-and-over mountains located across Japan, including nine within the Northern Alps, such as Mt. Oku-Hotakadake and Mt. Yari.

The abundant water sourced from these many mountains nurtures numerous living creatures, and is a blessing received not only by our prefecture, but also by the cities and towns located further downstream.

In order for Nagano Prefecture to become a mountainous region cherished by people throughout the world into the future, together with the tireless pursuit of mountain preservation and practical use initiatives, we will advance even further the creation of world-standard sightseeing resorts, so that Shinshu is spoken of as the ultimate region for mountains and enjoying the outdoors.

In closing, I wish to express my sincere gratitude to all those who put so much effort into making this convention a success, including President Sadakazu Tanigaki and everyone from the National Mountain Day Convention, President Seishiro Eto and National Diet members of the Parliamentary Association for Mountain Day Establishment, Minister of the Environment Koichi Yamamoto and everyone from the related government agencies, and everyone from Matsumoto City, collaborating cities, towns, villages, companies and organizations. Thank you so much.

Defining “SANSYOU” (ringing of the bell)

Since ancient times, bells have been objects of peace and tranquility for mountain climbers, notifying them of the location of mountain lodges and acting as sources of strength to arouse motivation for the next day.

Here and now as we welcome the birth of Mountain Day upon the holding of a magnificent national convention, of which the opening and closing is marked by the ringing of a bell, considering anew mountains and those affected by mountains, wishing that everyone will embrace feelings of gratitude towards mountains, we have assigned the term “Sanshou” for the ringing of the bell.

The thoughts and feelings included in “Sanshou”

1st	Sanshou	Celebration of the birth of Mountain Day
2nd	Sanshou	Obtaining the opportunity to become close to mountains
3rd	Sanshou	Gratitude for mountains and the favors they bestow
4th	Sanshou	Utilizing mountains practically, with love and consideration
5th	Sanshou	Cherishing mountains' blessings, such as water and trees
6th	Sanshou	Treasuring the living things that inhabit mountains, such as flowers, birds, and butterflies
7th	Sanshou	Thoughts for people who love mountains
8th	Sanshou	Thoughts for those who lost their lives on mountains
9th	Sanshou	Thoughts for the success of next year's convention
10th	Sanshou	Thoughts for the happiness of all convention participants
11th	Sanshou	Thoughts for the entrustment to our children of a healthy rich future for mountains



The performance of “SANSYOU”

8	Sanshou (rings)	Signals the opening of the ceremony	1st Sanshou to 8th Sansho
11	Sanshou (rings)	Signals the closing of the ceremony	1st Sanshou to 11th Sansho

The Convention Logo



The logo was created to symbolize the convention's principles, and to effectively convey the objectives of the convention and the establishment of Mountain Day, both domestically and internationally. The creation of the logo was performed with the fundamental principle of joint completion with children who will bear the responsibility of our mountains' future.

■ Production of the Logo

The design of the convention logo was carried out together with children from local elementary schools within the host city, Matsumoto, including Azumi, Onogawa, and Nagawa Elementary Schools. A design workshop was held in March with the participation of 23 children, in which the production method was devised. The method consisted of creating multiple colored paper cutouts with the theme of “living things related to mountains”.

■ Supervision & Finalization

Making the best possible use of the children's design, designer Keisuke Ono finalized the logo, and at the second Organizing Committee meeting in April, final selection was made and a catchphrase embedded, completing the convention logo.



Keisuke Ono

Logo Description

The overall green color tone symbolizes mountains, and the best catchphrase was inserted at the top. The convention name is written in Japanese characters designed by designer Keisuke Ono. The character for mountain – 山 – is represented in the shape of Kamikochi's peaks.



Kurumi Yoshihara

Catchphrase

In order to express the thoughts and feelings towards mountains of children from all over Japan, an appeal to elementary schools, junior high schools, and high schools was made, and the best catchphrase was selected from a total of 91 submissions, with a prize given to its creator. That catch-phrase was “Together with Mountains – Towards a Society Connecting People & Nature”, created by Kurumi Yoshihara of Nagano City (then 1st grade, junior high school). Five other catchphrases were also selected for excellence awards.

Together with Mountains – Towards a Society Connecting People & Nature

Designed by children volunteers from Matsumoto City's Azumi, Onogawa, and Nagawa Elementary Schools.

Supervised by designer Keisuke Ono (ONO BRAND DESIGN)

Catchphrase created by Kurumi Yoshihara ■ Production & Planning by ABC Co., Ltd.

The Establishment of Mountain Day and Venue Selection

The movement for the creation of Mountain Day dates back to the 1961 “Tateyama Summer Grand Assembly” held in Toyama Prefecture, but earnest efforts began with the launch of the “Mountain Day Establishment Convention” in April 2010 by a group of five mountain-related organizations. Following that, in November 2013, the “National Mountain Day Establishment Convention” (hereinafter “Convention”) was founded. (Renamed to National Mountain Day Convention following the enactment of the law).

In addition, in April 2013 the “Parliamentary Association for Mountain Day Establishment” (hereinafter “Parliamentary Association”) was founded by nonpartisan members of the National Diet, spurring energetic investigation aiming towards concrete legislation, with a study camp held at Kamikochi in September of the same year.

The Convention and Parliamentary Association worked diligently as the core drivers of the effort, and on May 23, 2014 the National Holiday Law was reformed by the House of Councilors, with Mountain Day (August 11) being established as the 16th national holiday of Japan.



The moment the Mountain Day law was approved in the House of Councilors (May 23, 2014)



Study camp of the nonpartisan Parliamentary Association at Kamikochi (September 9 - 10, 2013)

Eighty percent of Nagano Prefecture is occupied by forest, and three alpine regions stand towering over an extensive area of this mountainous prefecture (formerly named Shinshu), also duly referred to as the roof of Japan, with Matsumoto City claiming the title of Japan’s representative “mountain city”. Following the establishment of Mountain Day, a joint session of the Parliamentary Association and the Convention was held in March 2015, at which Kamikochi (Matsumoto, Nagano) was expressed as a fitting venue for the national convention commemorating the first Mountain Day. In May of the same year, Nagano Prefecture, Matsumoto City, and the Kamikochi Town Council jointly signed and submitted an invitational request to the Parliamentary Association and Convention for the hosting of the national convention at Kamikochi. In an ordinary general meeting of the Convention, Kamikochi was approved as the venue for the inaugural national convention.

Convention Implementation Structure

Organizing Committee

The Organizing Committee for the Inaugural National Ceremony for Mountain Day is comprised of 15 organizations, including national, prefectural, city and regional organizations. These organizations are responsible for convention planning and decision-making, the negotiation and approval of the draught budget, managing the convention implementation headquarters on the day, and public relations activities.

【General Meeting Details】

General Meeting	Date	Venue	Contents
Establishment	January 8, 2016 (Fri)	Prefectural Assembly Hall (Tokyo)	Establishment of the Organizing Committee
1st Meeting	January 8, 2016 (Fri)	Prefectural Assembly Hall (Tokyo)	Approval of the basic plan, project plan, and income/expenditure draft budget
2nd Meeting	April 28, 2016 (Thu)	Prefectural Assembly Hall (Tokyo)	Approval of the implementation plan, convention logo and revised income/expenditure draft budget
3rd Meeting	July 14-15, 2016 (Thu, Fri)	Kamikochi & Hotel Buena Vista (Matsumoto)	Conduct of a field survey, approval of detailed planning for implementation structure
4th Meeting	December 27, 2016 (Tue)	Prefectural Assembly Hall (Tokyo)	Recognition/approval of convention results, settlement of accounts, minutes document compilation and dissolution of the Organizing Committee



Establishment General Meeting
Speech by advisor Seishiro Eto



1st General Meeting
Speech by honorary advisor Sadakazu Tanigaki



4th General Meeting

Steering Committee

The Steering Committee, as a local agency of the Organizing Committee, was comprised of representatives from the National Mountain Day Convention, local agencies of the central government, Kamikochi Town Council, Nagano Prefecture and Matsumoto City. Its role was to consider the actual management of the convention, such as legislative bills submitted to general meetings. A total of five meetings were held.

【Main Consideration Items】

- Convention schedule, logo, advertising and public relations planning, draft implementation plan, events, and implementation structure
- Reporting of results, minutes document compilation, financial statements, Organizing Committee dissolution

【Committee Members】

Chairman of the board of the National Mountain Day Convention, Chief of the Nagano Prefecture Forestry Department Forest Policy Section, Chief of the Matsumoto City Commerce, Industry and Tourism Department and Mountain Day Ceremony Promotion Office, Chief of the Ministry of Environment Matsumoto Natural Environment Office, Chief of the Ministry of Agriculture, Forestry and Fisheries Chubu Regional Forest Office Chushin District Forest Office, Chief of the Ministry of Land, Infrastructure, Transport and Tourism Hokuriku Regional Development Bureau Matsumoto Sabo Office, Chairman of the Kamikochi Town Council, Assistant Chief of the Matsumoto City Commerce, Industry and Tourism Department Mountain Day Ceremony Promotion Office

Main Implementation Group

A main implementation group, consisting of staff who conducted preparation for the convention and the administration of ceremonial events, was set up to welcome and receive those attending, and to deal with traffic control and support local residents. The group consisted of 785 members (740 during the convention), assembled from Organizing Committee personnel (Nagano Prefecture & Matsumoto City) and through cooperation from supporting companies, local hotel associations, mountain-related organizations, and medical institutions etc.

Staff clothing featuring the convention logo was provided by supporting companies finetrack Co., Ltd. (Kamikochi venue) and Mont-bell (Matsumoto City venue), which improved staff visibility and enhanced the production effect through the use of mountain wear.

【Breakdown of Staff Numbers】

Team Name	Number of People
Kamikochi Venue Team	205
Matsumoto Venue Team	292
Invitations and Reception Team	84
Transportation Management Team	121
Embassy Team	11
Integrated Information Management Team	9
International Conference Team	18
Total	740



Convention Accommodation

In order to allow guests to fully enjoy both the commemorative ceremony and the natural environment of the Kamikochi mountain resort area, accommodation was provided for over 80% of the 400 ceremony guests, from the day prior to the ceremony.

Through extensive cooperation with the Kamikochi Resort Hotel Association, convention invitee's accommodation was provided predominantly by facilities from the area around Taisho Pond to Kappa Bridge. Also, some invitees and staff stayed at the training facilities of the Japan Mountain Guides Association and the Japanese Alpine Club as well as at accommodation facilities in Nakanoyu Hot Springs, Tokusawa and the Matsumoto town area.

Number of Accommodation Facilities	August 9 (Tue)	August 10 (Wed)	August 11 (Thu)
	Number of Rooms	Number of Rooms	Number of Rooms
13	16	288	9

* The number of rooms provided at supporting accommodation facilities for people related to the convention



Reception of Convention Guests

Welcoming staff were stationed within Kamikochi to help guide guests from their arrival to accommodations. In addition, information desks were operated by convention staff within the accommodation facilities, providing convention information, issuance of ID cards for entrance to the ceremony venue, and advance distribution of commemorative convention souvenirs.

Transportation & Local Support

In cooperation with Alpico Kotsu Co., Ltd. and other transport-related companies, a transportation plan from Matsumoto town areas to Kamikochi was decided on, taking measures to provide smooth transport for participants and mitigate the effect on local traffic.

With the cooperation of local hotel associations, transport-related companies and the Nagano Police Headquarters, safe and uninterrupted transport covering various themes was achieved. These included long distance transportation, pick-up/drop-off during privately owned vehicle restrictions, limited transit periods, transit procedures for large vehicles, the overall scale of transport for people related to the convention, and the guarantee of parking spaces within Kamikochi.

In addition, as the convention period overlapped with the peak summer holiday period, signs warning of traffic congestion were installed in advance in order to mitigate the impact on local residents and tourists. Also, during the convention period an integrated information management division was established within the Matsumoto City Azumi Branch, which offered 24-hour traffic information, convention information, and fielded various inquiries. A transport information booth was set up to provide assistance to car park users at the Sawando bus terminal through cooperation with supporting company Central Nippon Exis Co., Ltd.

A bad weather plan (for typhoons) covering transport and local support was also prepared for the convention; however, the event was blessed with fine weather and concluded without issue.



Traffic signboard

Column: Mountain Day Bento (lunchbox)

Two types of lunchboxes were specially ordered for this convention. Otaki Co., Ltd. provided colorful lunchboxes using an abundant array of Nagano produce.



Public Relations Activities

Public relations activities were conducted in order to inform a large number of people of the aim of establishing Mountain Day and the content of the convention, and to convey the appeal of the mountain culture of “mountain country” Nagano and “mountain city” Matsumoto within and outside of Japan.

- 【PR Merchandise】** Production and distribution of 11 types of original convention merchandise
- 【Posters】** 120,000 brochures and 18,000 posters were placed in public facilities, tourism-related facilities, supporting companies and convenience stores in Nagano Prefecture
- 【Banners】** JR Matsumoto Station: banner, JR Nagano Station: large flag, Matsumoto City Hall: banner & commemoration photo board, Matsumoto streets: convention billboards & hanging signs
- 【Internet】** Information dissemination via convention website & official social media sites (Facebook & Instagram)



Convention information was disseminated via various public relations mediums including the news media, as well as participation and PR activities at mountain-related and outdoor-related events throughout the country. Stickers featuring themes from the convention logo were provided at display booths at event venues, on which people wrote their thoughts and feelings towards mountains and attached them to boards displaying “Mountain Day 2016.8.11 Kamikochi”, creating a “message board for the mountains”. The message board was used to decorate the front of the Kamikochi Information Center during the convention, sending everyone’s thoughts and feelings to the mountains.

- 【News Media】** Production of feature programs and articles through tie-ups with media companies
- 【Event Displays】** Nagano Prefecture (11 times) / Booth displays in Tokyo, Aichi, Osaka, and Fukuoka
- 【Other】**
 - Information dissemination via national, prefectural, and city official websites and PR magazines
 - Information dissemination by the Matsumoto City Tourism Ambassador
 - Holding of foreign media tours
 - Central Nippon Expressway Company Limited tie-up



Opening Ceremony (Matsumoto Castle)

August 10 (Wednesday) 10:00 to 10:40
Matsumoto Castle Park Special Stage

The curtain was raised for the two-day convention at an opening ceremony on a specially installed stage in Matsumoto Castle Park. Alpine horn fanfare reverberated around the ground, as Organizing Committee President Akira Sugeno conveyed the notion of Mountain Day to the many people assembled in the park. He also spoke of his desire for Mountain Day to become a day in which everyone thinks about mountains. Representing the government agencies, Ministry of the Environment Vice Minister Masaaki Kobayashi gave a greeting speech to invitees, and the ceremony began following the handing over of the Mountain Day Hat from the Ministry of the Environment to the Organizing Committee, via the National Mountain Day Convention. In commemoration of the day, a Mountain Day establishment special issue stamp and coin set was given to Organizing Committee members.



Special issue stamp presenter: Yoichi Kawano Japan Post Co., Ltd. Shin'etsu Regional Office President
Coin set presenter: Hakaru Hyakushima Japan Mint Board Chairman
Assistant: Honami Iizuka Miss Nippon 2016 Goddess of Greenery

Welcome Reception

August 10 (Wednesday) 15:30 to 16:30
Hotel Buena Vista, Banquet Grande (3rd floor)



A welcome reception celebrating the establishment of Mountain Day was held together with the 130 Kamikochi commemorative ceremony invitees. Ms. Kanako Honma chaired the reception, and guests were treated to mountain blessings that can only be found within the “mountain country” of Nagano and “mountain city” of Matsumoto, allowing them to experience the history and culture of mountains. His Imperial Highness The Crown Prince visited each table, deepening friendships with invitees through discussions in relation to mountains.

Offering mountain blessings that can only be found in Nagano

A toast was made with a watermelon cocktail, made from locally grown watermelons and Shinshu Niagara Sparkling Wine, providing a taste of Nagano's refreshing summer. A meal that can only be enjoyed in Nagano was prepared using ingredients gathered from the local region, including the traditional Yamabudoha-zushi (sushi wrapped in crimson glory vine leaves).

Viola da Gamba Live Performance

On the eve of the birth of Mountain Day, professional viola da gamba instrumentalist Hijiri Shinagawa added a colorful, gentle ambiance to an enjoyable afternoon of mountain-related topics through his solo performance.



Gifts from the mountains that can only be enjoyed in Nagano

In line with the theme of hospitality through the gifts from mountains, wood veneer was used for meal descriptions and placemats, producing an event in which the warmth of beautiful wood grain and nature could be enjoyed.



Commemorative Ceremony – Becoming Close with Mountains

August 11 (Thursday) 9:00 to 10:45 Kamikochi Bus Terminal Car Park Special Event Space

The conveyance of mountains' appeal and value both domestically and overseas, together with the implementation of a solemn dignified ceremony, was achieved through the use of the Kamikochi outdoor special event space, which embodied one of Mountain Day's establishment objectives – "Obtaining the opportunity to become close to mountains" – and also through program content that aimed to pass down the history and culture of our ancestors to the next generation.



Program

【Prologue】

- ・8 Sanshou (rings of the bell) ・Let's Go to the Mountains (video screening)
- ・Mountain Day Introduction (video screening)

【Ceremony】

- ・Mountain Day Opening Address ・National Anthem ・Mountain Day Establishment Address
- ・Organizer Address ・Welcome Address ・Words from His Imperial Highness The Crown Prince
- ・Mountain Day Establishment Commemorative Musical Performance
- ・"Thoughts and Feelings Towards Mountains": Our Messages
- ・Message from the Prime Minister
- ・"Together with Mountains", a Vow to the Future ・Mountain Day Closing Remarks

【Epilogue】

- ・The First Steps Towards Mountains

【Words from His Imperial Highness The Crown Prince】



I am delighted to be able to attend the commemorative ceremony for the Inaugural National Ceremony for Mountain Day, together here with all of you.

Mountain Day, which aims to provide the opportunity to become close to mountains, and show gratitude for the favors that mountains bestow, was established as a national holiday in 2014. I wish to express my deepest respect to the many people who worked so hard towards this establishment.

Also, I feel the holding of the memorable inaugural national ceremony here at the celebrated mountain tourism area of Kamikochi in Matsumoto, Nagano, is very significant and appropriate for expressing the establishment objectives of Mountain Day.

I visited this area in 1967 with my parents, and was enchanted by the magnificent scenery of the Hotaka Mountain Range. I remember fondly the sense of healing from the beautifully clear Azusa River, flowing down from the mountains.

Approximately 70 percent of Japan is covered by mountainous areas. Japanese people have long held feelings of awe and respect for these mountains, displaying gratitude for the blessings of forests, living hand-in-hand together with nature.

In Nagano Prefecture, the wonderful initiative of mountain climbing education has been passed down unbroken for many years, and I have heard that local children were also involved in the creation of the convention logo. It is vital that we communicate the magnificence and power of mountains, and feelings of gratitude for the favors they bestow, to the children who will lead the next generation. I hope that Mountain Day becomes the first step towards the creation of a bright, rich future for our mountains.

Fifty years have passed since I began mountain climbing. Each time I go, I make fresh discoveries and learn new things, but the appeal of mountains is something that will never fade.

The birth of Mountain Day is an opportunity to disseminate broadly the blessings of mountains, here from Kamikochi to the rest of Japan and the world, and I pray from my heart that many people become closer to mountains and appreciate their blessings, and that our beautiful, rich nature is protected and passed down to the next generation. Thank you very much.

【Mountain Day Establishment Commemorative Musical】

Performance Performed by the Seiji Ozawa Matsumoto Festival Brass Ensemble
Eloquent, light melodic music, fitting for celebrating the birth of Mountain Day, echoed around the morning setting at Kamikochi.

National anthem with musical accompaniment
Musical performance

- La Peri - Fanfare (Paul Dukas)
- Music for the Royal Fireworks - Overture and La Réjouissance (George Frederic Handel)
- Epilogue – The First Steps Towards Mountains
- Symphony No.9 "From the New World" Movement 2 – "Goin' Home" (Antonín Dvořák)
- The Sound of Music - Theme, The Lonely Goat herd, Edelweiss, Do-Re-Mi (Richard Rodgers)

Brooches modeled off the appearance of "soft windflowers", one of Kamikochi's representative plants, were worn by guests creating a scene full of blooming flowers throughout the venue.



Speeches: From left: Koichi Yamamoto, Minister of the Environment, advisor Seishiro Eto, President Sugeno, Honorary President Shuichi Abe, Vice President Matsuzawa

【Together with Mountains, a Vow to the Future】

Mountains are everyone's treasure. Everybody lives here, surrounded by mountains, and is able to thanks to the blessings we receive from them. In order to protect our beautiful mountains, nature, and culture, let's start with things we can do ourselves, to return the favor!

What will happen in the future for people and mountains? Let's use Mountain Day to consider how the friendship between people and mountains can be made even closer!

Everybody, including children, the elderly, handicapped people, visitors from overseas. – let's work together to take our mountains into the future, as places of rest, closeness and enjoyment, and as sources for healthy, rich lives.



【Thoughts and Feelings Towards Mountains: Our Messages】

Video messages containing expressions of feelings towards mountains were received from world-renowned people.



Clive William Nicol
Author, Environmental-Conservationist, Explorer



Kimiya Yui
Astronaut



Seiji Ozawa
Conductor

【Message from the Prime Minister】

In a surprise event, the words of Prime Minister Shinzo Abe were read out at the ceremony.



Number of participants: Approx. 400.

Their Imperial Highnesses the Crown Prince and Crown Princess and Her Imperial Highness Princess Aiko, various countries' embassy officials, members of the National Diet, sister city and government agency participants, Mountain Day establishment contributors, and local participants.



Celebratory Ceremony – Showing Gratitude for Mountains' Blessings

August 11 (Thursday) 14:30 to 16:30 Matsumoto Performing Arts Centre

In order to embody one of Mountain Day's establishment objectives – "gratitude for mountains and the favors they bestow" – citizens participated in a program that enabled the conveyance and experience of familiar mountains' blessings. The brilliant ceremony created the perfect atmosphere for celebrating the inaugural Mountain Day.

Program

【Prologue】

- A Life Supported by Mountains' Blessings (video screening)
- Mountain Day Introduction (video screening)

【Ceremony】

- Mountain Day Opening Address · National Anthem · Organizer Address
- Welcome Address · "Mountain Day Song" Award Ceremony

【Celebrating Mountain Day】

- Mountain Day Establishment Commemorative Dance – Charming the Mountains
- Voices of People Living Together with "Mountains' Grace" – Blessed with Mountains
- Singing with thoughts of "Mountains' Future" – Together with Mountains, Harmony for the Future
- Linking Our "Mountains' Future" – Handover Ceremony · Mountain Day Closing Remarks

【Epilogue for Mountain Day – Let's Party!】

- Mountain Concert · Nagawa Shishimai Dance
- 11 Sanshou (rings of the bell)



Speeches: From right: Vice President Nakashima, President Sugeno, Honorary President Shuichi Abe, Vice President Tsubota

Organizer's Address and "Mountain Day Song" Award Ceremony
Host: Television Announcer Nana Hiramatsu

【"Mountain Day Song" Award Ceremony】

Prizes were awarded to songwriters for the Mountain Day Song, for which a public appeal was run by the National Mountain Day Convention. Gota Isono (Organizing Committee Management Board Chairman) presented two awards (1st prize and a merit award) in two different categories: pop and enka (traditional Japanese ballad), with each songwriter receiving a certificate and prize.



“Mountain Day Song”

- Overall Producer: Toru Funamura (Japan Composers' Association's top advisor)
- 1st Prize (Pop) – “The mountains are my home” Yoshii Seichi
- 1st Prize (Enka) – “Mountains are Beautiful” Kazuo Sekine
- Merit Award (Pop) – “The Mountains are smiling” Naomi Urayama
- Merit Award (Enka) – “Seasonal Mountains” Shizuko Kawai



Flower Artwork of the Convention Logo Producer: Matsumoto Hanaichiba Co., Ltd.



Ikebana Flower Arrangement Head of Shinpa Seizan School Kamijo Kogetsu



Mountain Day Calligraphy Tairiku Teshima



Convention Flag Creator: Eiko Co., Ltd.

Number of participants: Approx. 800

General invitees, members of the National Diet, members of Nagano Prefectural Assembly, members of Matsumoto City Assembly, prefecture participants, city/town/village participants, supporting company participants, and local participants.



【Linking Our "Mountains' Future" – Handover Ceremony】

The "Mountain Day Hat" was handed over to a representative of the next venue. A specially ordered logo pin badge representing the venue is attached to the hat.

- Presenter: Akira Sugeno (Matsumoto City Mayor)
- Recipient: Takao Kaneda (Tochigi Prefecture Environment & Forest Section Chief)



【Celebrating Mountain Day】

We wished everybody that came to celebrate the establishment of Mountain Day might contemplate anew the notion of "mountain blessings" and think about the need to pass on the relationship between mountains and people into the future. These sentiments were expressed in a program that could also be referred to as a combined work of art, consisting of three productions: "Charming the Mountains", "Blessed with Mountains", and "Together with Mountains, Harmony for the Future".

Host: Actor Kenjiro Ishimaru



【Scene 1: Charming the Mountains】

Mountain Day Establishment Commemorative Dance With images of mountains from all seasons as a backdrop, ballet dancers became "mountain spirits", representing mountains, celebrating the birth of Mountain Day.

Production: Hakucho Ballet Academy, Haruo Niyama



【Scene 2: Blessed with Mountains】

Voices of People Living Together with "Mountains' Grace" Titled "Blessed with Mountains", messages from the people associated with the themes displayed on the convention logo (trees, rivers, flowers, birds, butterflies, and parents and children.)

- Eiichi Mihara (Atelier A-one Inc)
- Ken'ichi Okubo (Neba Village Mayor, Head of Neba Forest Association)
- Kazuhiro Karasawa, Yuma Saijo, Akira Miura (Kamiina Agricultural High School)
- Haruka Ino (Hunter, Kemokawa Project)
- Chieko Nagata (Forest Club 21)
- Michiko Imai (Mountaineer, Doctor)



【Scene 3: Together with Mountains, Harmony for the Future】

The connection between mountains and people conveyed through a children's song, creating a link with the future.

Program: Beautiful Tyrol
The Mountains are My Home (Mountain Day Song 1st Prize)
Performed by Hata Boys & Girls Choir

【Epilogue】

The convention grand finale reflected on the inaugural Mountain Day, with a sentiment to communicate the culture of people who have lived together with mountains.

○Mountain Concert

Program: Gavotte; Twinkle, Twinkle, Little Star Variations; Lightly Row; Fiocco, Allegro; Long Long Ago; Happiness of All Children
Music performed by Suzuki Method

○Nagawa Shishimai Dance

Two performances "Kirikaeshi" and "Naginadori", handed down from Nanto City, Toyama Prefecture to Yoriaido, Nagawa District, Matsumoto City. The performances are part of a total of five depicting the battle between Ojishi (a giant lion) and the people of a village it is attacking. (Matsumoto City Intangible Folk Cultural Property)

Performed by Nagawa Shishimai Dance Preservation Group

○11 Sanshou (rings of the bell)

A bell was rung 11 times, indicating the end of the ceremony and convention.



Shinshu Yomoyama Festival in Kamikochi

August 10 (Wednesday) 11:00 to 20:30 / 11 (Thursday) 12:00 to 15:30
Konashidaira Campground / Tokusawa Campground

A commemorative event was held with the aim of conveying the Mountain Day establishment objectives and principles of the current convention through an everyday perspective, via a varied program including music and speeches. An enjoyable time was shared with approximately 6,900 attendees.

【Program】(Host: Kanako Honma)

Aug.10

Keynote Address

Speaker: Keisuke Suzuki
(Professor, Shinshu University
Faculty of Science)

Yodel Concert

Performer: Sakura Kitagawa
(Yodeler)

8.11 Pre-speech

Speaker: Chiho Kobayashi
(Mountain Writer)

Aug.11

Concert

Performer: Hijiri Shinagawa
(viola da gamba instrumentalist)

Concert

Performer: Yoko Seri (Singer)

Concert

Performer: Seiji Ozawa
(Matsumoto Festival Brass Ensemble)

8.11 Mountain Day Birthday

Speech: Ayako Kobayashi (Actress)
Chiho Kobayashi (Mountain Writer)



Shinshu Yomoyama Festival at Matsumoto Castle

August 10 (Wednesday) 10:00 to 16:30 / 11 (Thursday) 9:00 to 16:30
Matsumoto Castle Park Special Stage / Ninomaru Goten (Palace) Ruins Square

With the theme of creating a space where anyone could become more familiar with mountains, this festival featured a richly varied program including music, speeches, workshops, locally grown watermelon tasting, and more. It was a bustling summer festival attended by around 8,100 people including families, sightseers, and local residents.



【Program】(Host: Emi Nomura)

Aug.10

Watermelon Tasting
(Products of Hata, Matsumoto)

Talk Show
Speaker: Kazunori Okabe
(Geography Expert)

Mountain Music Festival
Performer: Matsumoto Alp
Horn Club

Performer: Hiromi Mikami &
Kazuki Takamizawa
(Acoustic Duo)

Performer: Hiroka Ashiki
(Singer)

Performer: Sai&Kazu
(Folk Band)

Both days

Shinshu Yurukyara®
Mini-summit Yomoyama Bingo

Aug.11

Commemorative Ceremony
(Kamikochi) Public Viewing

Talk Show
Speaker: Yasuhiro Hanatani
(Mountaineer / Mountain Guide)

Calligraphy Show
Performer: Matsumoto Arigasaki High
School Calligraphy Club

Mountain Music Festival
Performer: Mochizuki Genjin
(Guitar Duo)
Performer: Yusuke Hashiri
(Singer)

Yurukyara® (Mascot Character)
Grand Prix 2016 - Gathering of Characters

Mountain Music Festival
Performer: Harmo◇Due
(Acoustic Band)

Mountain Day Establishment Commemorative International Forum

August 10 (Wednesday) 12:30 to 14:00 at Agatanomori Culture Hall

A forum was held under the theme of “universal mountain tourism promotion - towards mountains that children, overseas visitors, and people with disabilities can enjoy”. People from places with magnificent mountains and natural environments, such as Great Britain, The United States of America and Switzerland, were invited to the forum with the aim of constructing a network within and outside of Japan in order to promote better initiatives through the sharing of recent trends, from an international perspective.

【Program】 (Chair: Yuki Kudo (Actress), Hiroshi Hagiwara (Chief Editor, Yama-kei Publishers Co., Ltd.))

12:40/Keynote Address “Towards the Age of Mountain Tourism”
Speaker: Tetsuo Akiyama (Professor, Chuo University Research and Development Initiative)

13:00/Case Reports on Universal Tourism set in the Mountains & Nature, Domestically and Overseas

- Aki Nakaoka (ata Alliance)
- Greg Mulheim (Political Counselor, British Embassy)
- Aron Gold (Second Secretary, Economic Section, US Embassy)
- Bruno Hauswirth (Director, Grindelwald Tourism Bureau)
- Eri Nakajima (Vice President, Organizing Committee (Deputy Governor, Nagano Prefecture))

13:40/Idea Exchange and Summary Regarding the Case Reports



In his keynote address, Professor Akiyama proposed the following: “We receive energy from making new discoveries when visiting places with magnificent scenery and countries’ outstanding locations. This is not limited to people with disabilities; it is the goal of travel for everyone, and it is that type of travel which universal mountain tourism should aim for.” Each country also presented valuable case reports, with Vice President Nakajima (Deputy Governor, Nagano Prefecture) closing with: “In order for the elderly and disabled to be able to experience Nagano Prefecture’s magnificent nature, we will continue to advance universal mountain tourism with warm hospitality that conveys “welcome to Nagano”.



Mokuiku Caravan

August 10 (Wednesday) 10:00 to 17:00 / 11 (Thursday) 10:00 to 16:00
on Midori Matsumoto 2nd floor (Facility adjoining JR Matsumoto Station)

Mokuiku (wood education) Caravan was held with the aim of educating the public on the merits of wooden products, and to promote wood education through the joy of playing with toys made from timber, one of mountains’ blessings. It was a hands-on event featuring over 100 items, from building blocks and playhouse sets to puzzles that adults could also enjoy. For parents and children that had come to go shopping, it was a chance to come into contact with timber products; with participants saying that the handmade wooden toys had stimulated their interest in the trees of nearby, familiar mountains.

Organizer: NPO (Non-Profit Organization) Japan Good Toy Commission
Collaborators: Organizing Committee for the Inaugural National Ceremony for Mountain Day, Midori Matsumoto



The Mountain Day Hat - Carrying the Sentiment of Mountain Day to the Next Venue

What is Being Handed Over?

In anticipation of continuing the National Ceremony for Mountain Day, and following deliberation over an item that can be handed on into the future, a hat was adopted; an item that is indispensable for mountain climbing and mountain-related jobs.

Producing the Hat

The use of felt for the whole hat represents the deepness of forests, and the foliage around the sides strengthens the appearance of a mountain. The white feather-like decoration adds a sense of wind, clouds, mist and the fluttering of birds' feathers, producing a showy appearance, while the crown of the hat is designed in the shape of the Japanese character for mountains – 山.

Linking the Ceremonies

The Mountain Day Hat is the property of the Ministry of the Environment, and will be handed on from each ceremony venue to the next, via the National Mountain Day Convention.



Soft Windflower Brooch

The soft windflower ("nirinso", in Japanese), one of Kamikochi's representative wild grasses and flowers, was examined as a theme for the brooch worn by those attending the commemorative ceremony. In the language of flowers, "nirinso" means "friendship", and in Japanese "nirinso" means "two flowers together". The combination of these two meanings represents the notion of closeness between mountains and people, and thus signifies the theme of the ceremony. Iida Mizuhiki was adopted as a material able to reproduce the delicate soft windflower's appearance. A traditional art from Nagano Prefecture's Iida region, mizuhiki is a strong, thin twine made from traditional Japanese paper. One theory of the origin of the word mizuhiki contains the idea of "many flowers being pulled by water and flowing away downstream", which can be related to the connection between mountains and water. The production of the brooches was commissioned to the Iida Mizuhiki Association.



Reproduction using Iida Mizuhiki

For the brooch design, in order to reproduce the soft windflower's appearance, attention needed to be given to the balance between the flower and stalk. The arrangement and size of the parts, which had to be able to withstand moisture and wind, while retaining beauty, needed to be adjusted many times over. In particular, fastening the central logo plate was remarkably difficult. Manufacture was performed manually; carefully creating the brooches one by one, resulting in an original brooch that achieved harmony between the delicate, gentle-feel soft windflower and the colorful, bright logo. On the day of the ceremony, Their Imperial Highnesses The Crown Prince, Crown Princess, and Princess Aiko wore the

brooches, together with the approximately 400 attendees who also attached the sweet soft windflowers to their chests, with the venue transforming into a beautiful field of blooming flowers. Brooches were prepared in four-color variations: white, green, pale pink and dark pink, becoming one of the event's mementos.



Souvenirs for Guests at the Kamikochi Commemorative Ceremony



Souvenirs representing feelings of gratitude and thoughts and feelings towards mountains were presented to guests who attended the commemorative ceremony in Kamikochi. Sets containing a total of 14 items were prepared, including wooden souvenirs representing the blessings of mountains, and items supplied from supporting companies. When taking the items in their hands, we hope guests will embrace feelings of love and affection towards mountains.

Wooden Souvenirs

From May 25 to June 8, a public appeal was made for the production of a souvenir made from Shinshu timber, one of mountains' blessings, featuring the convention logo. A total of 12 companies applied, and the four items below were chosen from a total of 32 submissions. Selection was based on items' ability to produce special emotions related to mountains and Mountain Day, and their size for ease of carrying.



○Lacquered Horse Chestnut Bowl (Sakai Sangyo Co., Ltd.)
A beautiful bowl fusing traditional Japanese technique and refined



○Kiso Cypress Oval Lunchbox (Sakai Sangyo Co., Ltd.)
A curved hinoki lunch box from the Kiso / Narai Post Town



○Mountain Day Clock (Nagano Prefectural Federation of Lumber Cooperatives)
A table clock framed with cypress and a lovely design featuring the convention logo on the face.



○Lacquered Magnet (Misora Arts and Crafts)
Magnets applied with three different lacquers on a wood grain veneer base



Items Supplied by Supporting Companies / Organizing Committee Entities

·Kamikochi Onsenba Climbers' Book (Organizing Committee)·Nano-towel (finetrack Co., Ltd.)·Chicken Ramen & Cooker (Nissin Foods Holdings Co., Ltd.)·Japanese Sake (Daisekkei Sake Manufacture Co. Ltd.)·Chocolate Wafer Sweets (Shinshu Mebukido Matsuzawa Co., Ltd.)·Amino Vital Gold 1-Day Pack (Ajinomoto Co., Ltd.)·Mesh Tote Bag / Pocketable Light Tote (Mont-bell Co., Ltd.)·Trading Cards (Ministry of Agriculture, Forestry and Fisheries)·Portable Light / Clear File / Postcard (Ministry of the Environment)·Shinshu Matsumoto Water (Matsumoto City Water & Sewer Commission)·Pin Badge (Organizing Committee)

Holding of the Second National Ceremony for Mountain Day

- About Nasu Town, Tochigi Prefecture

Outline of Tochigi Prefecture's Natural Environment

The mountainous area in the prefecture's northwest is designated as part of Nikko National Park; comprised of varied natural environments such as richly diverse satoyama and magnificent mountains, including Mt Nikko-Shirane (2,578 m), the highest peak. The venue for the convention, Nasu Town, is a town of tourism, agriculture and forestry, home to the continuously smoldering Mt Chausudake (1,915 m), and also known as "Royal Resort Nasu" due to it being home to an Imperial Household villa.

Outline of the Second National Ceremony for Mountain Day

Making best possible use of the rich natural environment's characteristics, this convention will aim to be a hands-on, participation style event allowing guests to fully enjoy the things that make Tochigi the wonderful place it is. With plans to hold a commemorative ceremony at the Nasu Town Culture Center, and a welcome festival at the Yosasa River Fureai Park on August 11, 2017, the convention will allow participants to indulge in the charms of distinctive hot springs, and the blessings of beautiful nature and rich cuisines. The event will convey the importance of protecting and developing mountains, while expressing gratitude for their blessings.



Photo:Tochigi Prefecture Website Photo Library

Outline of Ceremony Results

Dates and Agendas

1. Ceremony Administration

Period: August 10 (Wednesday) to 11 (Thursday), 2016 Venue: Kamikochi & Matsumoto City
 Total (gross) attendees: 17,360 Collaborators: 1,356 (Gross number of city, prefectural and volunteer staff)

2. Event Details

Date	Event	Venue	Content	Number of Attendees
Aug. 10	Welcome Reception	Hotel Buena Vista	A reception to deepen friendships with His Imperial Highness the Crown Prince	130
	Mountain Day Establishment Commemorative International Forum	Agatanomori Culture Hall	Keynote speeches and case reports related to the promotion of universal mountain tourism	130
Aug. 11	Commemorative Ceremony	Kamikochi Bus Terminal Car Park Special Event Space	Commemoration of the establishment of the world's first national holiday celebrating mountains, and its transmission within and outside of Japan	400
	Celebratory Ceremony	Matsumoto Performing Arts Centre	A ceremony showing gratitude for mountains' blessings, celebrating the establishment of Mountain Day together with citizens	800
	Shinshu Yomoyama Festival in Kamikochi	Kamikochi Konashidaira Campground / Tokusawa Campground	Music and speeches conveying the appeal and value of mountains through a familiar perspective	6,900
Both Days	Shinshu Yomoyama Festival at Matsumoto Castle	Matsumoto Castle Park	Music and speeches conveying the appeal and value of mountains through a familiar perspective	8,100
	Mokuiku Caravan	Midori Matsumoto (facility adjoining JR Matsumoto Station)	An event in which parents and children were able to experience and enjoy playing with wooden toys.	900

3. Website View Count

418,205 page views (January 29, 2016 to January 31, 2017) (August 10, 2016: 39,210 page views, August 11, 2016: 42,350 page views)

4. Number of Related Events

Number of approved events: 340 / Actual events: 277 / Approx. 459,000 people (As of January 31, 2017)

Other Results Related to the Ceremony

- Number of applications for use of the ceremony logo: 110
- Corporate support: [Funding support]: 79 companies [Total amount of funding]: 48,580,000 yen (Approx. US\$420,000) [Merchandise support]: 12 companies [Support amount] Approx. 13,000,000 yen (Approx. US\$110,000)
- Foreign media tour: Participating foreign media: 9 countries / regions (11 companies/media organizations) (June 9 to 10, 2016)
- Inquiries from citizens: 81 (August 10 to 11, 2016)
- Accommodation facilities used during the ceremony: 13 (313 rooms (gross)) (August 9 to 11, 2016)
- Applications for provision of wooden souvenirs: 32 / Number adopted: 4

Ceremony Revenue and Expenditure

(1) Revenue: 166,291,292 yen (Approx. US\$145,000)

Item	Final Amount (yen)	Details
Contributions	116,590,207	Nagano Prefecture / Matsumoto City contributions
Funding	49,680,000	Company / individual support (78), special reporting support (8) Local contributions: Kamikochi Town Council, Kamikochi Resort Hotel Association, Japan Alpine Lodge Association, Matsumoto City Alps Tourism Association
Miscellaneous	21,085	Deposit interest etc.

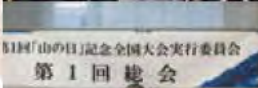


(2) Expenditure: 166,291,292 yen (Approx. US\$145,000)

Item	Final Amount (yen)	Details
Organizing Committee administration expenses	10,755,378	Organizing Committee meeting expenses, support operating expenses
Commemorative ceremony expenses	94,526,684	Commemorative ceremony and celebratory ceremony operating expenses, transport/accommodation expenses for ceremony staff
Commemorative event expenses	19,764,477	Operating expenses for the Shinshu Yomoyama Festival, international forum, and reception
Public relations expenses	28,419,899	Expenses for ceremony logo production, publicity event exhibits, ceremony novelty goods manufacture, ceremony website production/management, and PR expenses (ceremony broadcasting, PR media production etc.)
Public relations expenses Office expenses	12,824,854	Organizing Committee office expenses



Journey to the Ceremony



Date	Description
S36.7	Decision to establish Mountain Day at the "Tateyama Summer Grand Assembly / Climbing School"
S42.7	Their Majesties the Emperor Showa and Empress Kojun and the family strolled through Kamikochi
H13.10.7~9	"2001 World Mountain City Conference" held in Matsumoto City
H15.12	Submission of position document from the Nagano Prefectural Assembly to the central government
H22.4	Foundation of the Mountain Day Establishment Convention by a group of five mountain-related organizations
H23.10.25	Tochigi Prefecture proposed the establishment of Mountain Day at the Kanto Governors' Association
H23.11.20	Mountain City – Matsumoto "2011 Mountain Forum" held
H24.10.3	Mountain Day Network Tokyo Conference held
H24.11.25	Mountain City – Matsumoto "2012 Mountain Forum" held
H25.4	Founding of the nonpartisan Parliamentary Association for Mountain Day Establishment
H25.9.9~10	Parliamentary Association Kamikochi study camp
H25.10.30	Parliamentary Association nominates August 12 as a candidate day for Mountain Day
H25.11.7	Parliamentary Association nomination reviewed
H25.11.11	National Mountain Day Establishment Convention founded
H25.11.16~20	Mountain City – Matsumoto "2013 Mountain Forum" held
H25.11.22	Parliamentary Association nominates August 11 as a candidate day for Mountain Day
H26.1.24	Parliamentary Association accepts law revision proposal for the "Act on National Holidays"
H26.5.23	Reform of the National Holiday Law passed
H26.7.14	"Shinshu Mountain Day" established
H26.11.29~30	Mountain City – Matsumoto "2014 Mountain Forum" held
H27.3.28~29	National Mountain Day Forum held, organized by the National Mountain Day Establishment Convention
H27.5.15	Venue invitational request jointly submitted by Nagano Prefecture / Matsumoto City / Kamikochi Town Council
H27.5.22	Kamikochi approved as the venue during a special general meeting of the National Mountain Day Establishment Convention
H27.10.1	Matsumoto City Mountain Day Convention Promotion Office established
H27.11.10	Basic plan meeting for those concerned, at the Nagano Prefectural Office
H27.11.28	Participation in the Outdoor Festival (Osaka Prefecture) Mountain City – Matsumoto "2015 Mountain Forum" held
H27.12.22	Preparatory committee formed by the National Mountain Day Establishment Convention / Prefecture / City / Kamikochi Town Council
H28.1.8	Organizing Committee founded / First general meeting held (Tokyo)
H28.1.29	First Steering Committee meeting held (Matsumoto)
H28.2.18	Convention brochure created & distributed
H28.2.29	Second Steering Committee meeting held (Matsumoto)
H28.3.4	Event held at Ginza NAGANO
H28.3.12	Convention logo created in cooperation with Azumi, Nagawa, and Onogawa Elementary Schools
H28.3.12~13	Participation in the Outdoor Festival (Osaka Prefecture)
H28.4.5	Press briefing session held
H28.4.15	Third Steering Committee meeting held (Matsumoto)
H28.4.23~24	Participation in Earth Day event (Tokyo)
H28.4.27	Kamikochi mountain opening festival
H28.4.28	Organizing Committee second general meeting held (Tokyo)
H28.5.14~15	Participation in the Greenery Festival (Tokyo)
H28.6.11~12	Participation in the Summer Mountain Festival (Aichi Prefecture)
H28.6.24~26	Participation in the Summer Mountain Festival (Fukuoka Prefecture)
H28.7.1	Fourth Steering Committee meeting held (Matsumoto)
H28.7.6~7	Commemorative Ceremony venue examination by persons related to the convention (Kamikochi)
H28.7.13	Traffic/transportation countermeasures meeting held for related persons in the region
H28.7.14~15	Organizing Committee third general meeting held (Kamikochi field survey)
H28.7.16~18	Participation in Ocean Festival (Aichi Prefecture)
H28.7.22	Workshop for main implementation group held (Matsumoto City)
H28.7.26	Courtesy visit to the Prime Minister by convention staff
H28.8.5	Welcome reception rehearsal
H28.8.6	Advance preparation for the convention, at Kamikochi
H28.8.9	Ceremony rehearsal
H28.8.10	Convention opening, Shinshu Yomoyama Festival held
H28.8.11	Commemorative Ceremony / Celebratory Ceremony held, convention closing
H28.8.25~26	Expression of gratitude to countries' embassies
H28.9.15	Mt. Norikuradake climb/cleaning, by the executive office
H28.10.15	Mt. Yakedake climb/cleaning, by the executive office
H28.12.16	Fifth Steering Committee meeting held (Matsumoto)
H28.12.27	Organizing Committee fourth general meeting held, Organizing Committee dissolved



SANSHOU

~Inaugural Mountain Day National Ceremony – Journey to~ 〔Completion〕

Organizer

Organizing Committee for the Inaugural National Ceremony for Mountain Day

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Matsumoto Castle Management Office·Matsumoto Performing Arts Centre·Matsumoto Municipal Museum·Roadside Station Fuketsu no Sato·
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