

Ever since the devastating Great East Japan Earthquake and Tsunami of March 11, 2011, we have received countless support, both moral and material, from all over Japan as well as the world. We would like to express our utmost gratitude and continue to cherish these newly-developed bonds. Soon a year will have passed since the disaster. On March 11, memorial ceremonies will be held throughout the prefecture to console the spirits of the victims and to declare our resolve towards reconstruction. In this newsletter, we will introduce the present conditions of Iwate as it reaches this significant turning point.

Rikuzentakata City • Watami Call Center Opens

On February 3, a call center of Watami Takushoku opened in Rikuzentakata City. Watami Takushoku, a subsidiary of the restaurant group Watami Co., Ltd., is a national chain that provides meal-delivery service for the elderly. This call center is the first large-scale business to open in Rikuzentakata since the disaster.



The building-completion ceremony was held on January 25. Mr. Miki Watanabe, chairman and director of Watami Co., Ltd., who is also serving as adviser to the city, attended the ceremony to give words of encouragement to the employees.

As of February 3, two high school students graduating this spring have been hired as permanent staff, as well as 70 part-time workers. The company is planning to increase the number of staff to about 150.

Ofunato City • Companies Working in Cooperation Towards Reconstruction

Rikoh Electric Co., Ltd. is a local company in Ofunato City specializing in electronic parts assembly, which has long played a key role in the region's manufacturing industry. The overall damage to the manufacturing industry caused by the Great East Japan Earthquake and Tsunami is estimated at 89 billion yen; Rikoh Electric Co., Ltd. also suffered serious damage to its factory.

To help businesses affected by the disaster, Iwate Prefecture has established the "Registration System for Supporters of Disaster-Affected Manufacturers." Through this system, inland companies of the same trade aid the disaster-affected companies by providing manpower and materials. The close cooperation of companies helps to boost reconstruction efforts.



"Remembering all the support we have received, we hope to be a globally-competitive manufacturer."

Items which have been donated to disaster-affected companies include office supplies and tools. As for Rikoh Electric Co., Ltd., a company in Kitakami has offered help in repairing the machinery.

Photographed here is Atsushi Sakiyama of Rikoh Electric Co., Ltd., who states: "We believe our prompt recovery has been made possible through the support of so many generous people and organizations. Though the manufacturing industry is facing extremely tough times, we hope to continue our business here in Ofunato as a globally-competitive company."

>>>For more details (back volume) <http://goo.gl/ZHKcX>

Prefectural TV program "Iwate Kibo no Chikara", Number 35,
ing in Cooperation Towards Reconstruction"

いわて希望のちから (aired 2/6, 2/7, 2/9, 2/12)

企画 岩手県

【Thank You! We're Working Hard!】

"Ramen Shop Chigusa" of Kuji City, High-Spirited in Yokohama

Ramen Shop Chigusa of Kuji City reopened for a limited time from January 18 to 22 in the Shin-Yokohama Raumen Museum, as part of the Museum's project to support the reconstruction efforts of ramen shops in the disaster-stricken areas which had previously had booths in the Museum. The last time Chigusa had a booth in the Museum was in 2005. Kuji City, in which Chigusa is located, suffered serious damage from the tsunami, with the water reaching a point only 50 meters away from the restaurant.



Chigusa in the Raumen Museum, with a constant line of people waiting (1/21/1)

Keisuke Endo, the third-generation owner of Chigusa, put his heart into each bowl of ramen he made, grateful for all the support he had received. By taking this big step forward in Yokohama, he hoped to encourage the people of Iwate and to express his gratitude for those in Kanto who had encouraged him.

Damage and Casualties in Iwate (as of Feb. 20)

○Casualties: 4670 dead; 1313 missing
○Buildings damaged (residential houses only; totally-destroyed or half-destroyed): 24746

Thank You for Your Support

★Donations for the victims (as of 1/31):

about 16,706,740,000 yen (75491 donations)

*To be distributed to the victims through municipalities

★Donations for reconstruction measures (as of 1/31):

15,182,070,000 yen (4762 donations)

*To be used for reconstruction measures by the prefecture

★Iwate no Manabi Kibo Fund (as of 2/8):

3,317,000,000 yen (4633 donations)

*To be used to support the children affected by the disaster

>>> To make a donation:

<http://www.pref.iwate.jp/~bousai/jyyouhou/volunteer.html>

Iwate Reconstruction Forum Held

On February 3, the "Great East Japan Earthquake and Tsunami: Iwate Reconstruction Forum" hosted by Iwate Prefecture was held in Tokyo.

There were about 400 participants, some of whom were business owners in the Tokyo Metropolitan Area. The prefecture expressed its gratitude for their generous support, and also **asked for their continued support for and participation in the prefecture's future efforts towards reconstruction.**

From the perspective of "open reconstruction," in which the people of Iwate, of Japan, and even around the world join hands towards the reconstruction of our prefecture, we will continue to provide open information on reconstruction efforts.

>>> For details:

<http://www.pref.iwate.jp/>



Keynote address by Governor Tasso

Special Medical Zone Established in Iwate

On February 9, a "Special Health, Medical, and Welfare Zone" was established in Iwate; the prefecture had made a request for the Zone to the central government on January 31. With measures such as eased placement standards of doctors and nurses in the Special Zone, the prefecture will make efforts to invite motivated doctors and nurses wishing to help the disaster-affected areas. The Special Zone will play a key role in the smooth and efficient reconstruction of health, medical, and welfare services which are indispensable to the lives of the residents.

Soccer Balls Donated by Bahraini Ambassador

On February 2, the Bahraini Ambassador visited the Prefectural Office and donated soccer balls, as well as the Bahraini flag with messages for Iwate.



On February 13, the details of the Iwate Destination Campaign (Iwate DC), a major tourism campaign to be held jointly by the JR Group and Iwate Prefecture from April 1 to June 30, have been finalized in the general meeting of the Iwate Destination Campaign Promotion Council headed by Governor Takuya Tasso.

The special-feature program of the campaign is the "Reconstruction Support Bus Tour" which connects the inland and coastal areas, with 3 lines described below. The tour includes disaster experience stories told by the victims and a visit to a panel exhibition of the disaster. You can also enjoy shopping at temporary stores and tourist facilities.

Iwate Destination Campaign (Iwate DC)

4/1~6/30/2012 Campaign Details Finalized!

The tour price includes 500-yen donation to the disaster-affected areas.

Other details of the campaign include: a new bus line connecting Hiraizumi and the Hachimantai Hot Springs; and added highway bus service between Hiraizumi and Morioka. Furthermore, there will be many events throughout Iwate during the campaign, such as the Tohoku Rokkonsai Festival to be held in Morioka in May. In June, the D-51 steam locomotive will run between Ichinoseki and Kitakami, and between Kitakami and Kamaishi.

Don't miss this great opportunity to visit Iwate! Together with the prefectural mascot "Wanko Brothers," we welcome you with warm hospitality.

Reconstruction Support Bus Tour

Rikuzentakata-Ofunato Line

From the Ichinoseki Area to the Hanamaki Hot Springs, via Rikuzentakata/Ofunato (Iwateken Kotsu 019-651-3355)

Gembeki Hot Springs → Ichinoseki Station → Rikuzentakata → Ofunato → Anatoshiiso → Osakana Center → Fujiwara Heritage Park → Hanamaki Hot Spring → Morioka Station West Exit (Sat., Sun., and holidays from 4/14 to 9/30; every day from 4/21 to 5/6)

Tono-Kamaishi Line

From Hanamaki to Hanamaki Hot Spring, via Tono and Kamaishi (Hanamaki Kanko Bus 0198-26-3122)

Hanamaki Minami Hot Springs → Hanamaki Hot Springs → Shin-Hanamaki Station → Tono Kaze no Oka → Kamaishi Iron and Steel History Museum → Kamaishi Ekimae Suzuko Hiroba Temporary Shopping Area/Sun Fish → Tono Kappabuchi/Denshoen → Shin-Hanamaki Station → Hanamaki Airport → Hanamaki Hot Springs → Hanamaki Minami Hot Springs (Sat., Sun., and holidays from 4/14 to 11/25; every day from 4/21 to 5/6)

Ryusendo-Northern Rikuchu Kaigain Line

Departing from and returning to Morioka, via Ryusendo and Jodogahama (Iwate Kenpoku Bus 019-641-2222)

Oshuku Hot Spring Mori no Kaze → Tsunagi Hot Spring → Morioka Station West Exit → Ryusendo → Kitayamazaki → Taro → Jodogahama → Miyako Station → Morioka Station (Sat., Sun., and holidays from 4/1 to 6/30; every day from 4/13 to 5/5; Sat., Sun., and Mon. from 7/21 to 8/19)

Donation included

(500 yen from the tour price will be donated to support reconstruction)

Includes disaster-experience storytelling by victims



Wanko Brothers are the PR mascots of Iwate Prefecture. "Wanko soba," a local noodle dish embodying hospitality, and lacquer bowls (Iwate is the top producer of lacquer in Japan), are the motifs for their design.

>>> For details: "A Trip to Iwate" (Iwate Prefecture Tourism Portal Site) <http://www.iwatetabi.jp/>

