

Mori Building to sponsor World Athletics Championships Tokyo 25 as Official Event Principal Supporter

Tokyo, November 28, 2024 — Mori Building Co., Ltd., Japan's leading urban landscape developer, announced today that it has entered into an agreement with the Local Organising Committee of World Athletics Championships Tokyo 25 to serve as an Official Event Principal Supporter in the real estate development category of the championships scheduled to be held in Tokyo from September 13 to 21, 2025.



The World Athletics Championships, established in 1983 by the International Association of Athletics Federations and now known as the World Athletics, is widely regarded as one of the premier global competitions. The World Athletics Championships Tokyo 25 ('WCH Tokyo 25') will feature approximately 2,000 athletes from some 200 countries competing in 49 events at the main venue, the Japan National Stadium. The 2025 championships will mark the first time in 34 years since the event was last held in Tokyo in 1991.

Shingo Tsuji, President and CEO of Mori Building, said, "We are truly honored to become an Official Event Principal Supporter of the World Athletics Championships Tokyo 25, a major event that will attract worldwide attention. Mori Building has always been committed to creating and nurturing cities to energize people and businesses, aiming to make Tokyo the best city in the world. Our vision is closely aligned with this event's Tokyo Brand vision to connect Tokyo to the world and showcase the city's unique charms. We will fully support the championships as an excellent opportunity to showcase Tokyo's attractions and the excitement of sports to the world, and thereby enhance the magnetism of Tokyo."

Mitsugu Ogata, President of the Local Organising Committee of World Athletics Championships Tokyo 25, said, "We are delighted to welcome Mori Building Co., Ltd. as a World Athletics Championships Tokyo 25 Principal Supporter. Mori Building is a leading company in urban development that has been adding new value to the capital city of Tokyo for almost 60 years by proposing a vision for the future of the city and people's lifestyles based on its philosophy of 'Create Cities, Nurture Cities,' emphasizing safe and secure urban infrastructure, beautiful landscapes filled with greenery, and the experience of Japanese culture and arts within these settings. Mori Building, which aims to create cities that are not only functional but also sustainable and to be passed on to the next generation, is a strong partner of the Local Organising Committee, which upholds the 'Tokyo Brand' as the vision for the event. Through the World Athletics Championships Tokyo 25, we will foster exchanges and encounters that transcend nationalities and cultures, enhancing Tokyo's 'magnetism' that attracts people from around the world. Together with Mori Building, we will create such championships."

The World Athletics Championships Tokyo 25 will be held with the mission of delivering hopes and dreams to many people and providing a new model for future international sporting events, guided by a multifaceted vision:

1. Tokyo Dream – Delivering the Event that fills everyone with wonder, excitement, and happiness
 - Providing opportunities based on the principles of an athlete-centered approach and fairness that both enable top athletes to bring out their full potential in a venue full of cheering fans, resulting in promoting the wonders of athletics and generating thrills and excitement for the sport.

- With a focus on the athletes, having all stakeholders to play a major role by taking part in the championships, helping to achieve the “Tokyo Dream” where everyone will be able to look back on WCH Tokyo 25 as being fun and worthwhile.
- 2. Tokyo Brand – Connecting Tokyo to the world and promote the Tokyo-ness
 - Creating opportunities through WCH Tokyo 25 to connect Tokyo to the world, as people coming to Tokyo from around the world will strengthen their bonds with the capital city.
 - Promoting the “Tokyo Brand” and have many people experiencing the city’s unique charms such as the spirit of hospitality, the overall safety, the rich gourmet and art culture, in addition to its highly advanced scientific technologies and transportation network.
- 3. Tokyo Model – Giving hope for tomorrow and developing steps towards a sustainable future
 - Providing children with a firsthand experience of the world’s top -level competition to give them hopes and dreams, encouraging them to learn and grow, and rediscover how easy it is for everyone to enjoy sports, thus passing on the various values offered by sports to the next generation.
 - Creating “Tokyo Model” that serves as a new world standard for the future of international sport by hosting the championships which are compact in size, environmental -friendly and sustainable, hosted by a trustworthy organisation that embodies the spirit of fairness.

About Mori Building

Mori Building is an innovative urban developer based in Tokyo. The company is committed to maximizing the magnetic power of cities by creating and nurturing safe, sustainable and cosmopolitan urban centers based on its unique Vertical Garden City concept of high-rise centers for business, education, leisure and residence. The concept is applied in the company’s many leading-edge projects, including Roppongi Hills, Toranomon Hills, and Azabudai Hills in Tokyo, Shanghai World Financial Center and Jakarta MORI Tower. Mori Building is also engaged in real estate leasing, project management and consultation. Please visit www.mori.co.jp/en

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