

**100 Days to Go! The 3rd NAGASE Cup, an Inclusive Athletics Competition
—Athletics Influencer Takaya Mitsuka Chosen As Official Ambassador**

There are 100 days left until Saturday, October 12, when the 3rd WPA Approved NAGASE Cup Athletics Competition, an inclusive athletics competition sponsored by Nagase & Co., Ltd. (Chiyoda-ku, Tokyo; Representative Director, President and CEO: Hiroyuki Ueshima), will begin. Athletics influencer Takaya Mitsuka has been selected to be the official ambassador for this year's competition. The 3rd NAGASE Cup is being held with the concept of "further expanding the circle of inclusivity," and Mr. Mitsuka has been selected to promote this competition as its official ambassador due to how he has connected many different people through running, expanding the circle of smiles and positivity.



As a running coach and influencer working to increase the popularity of running, Mr. Mitsuka was a supporter for the 2nd NAGASE Cup, joining the special event held before the competition, Summer Night ☆ Run at the Imperial Palace with Akemi Masuda, as a guest, and communicating with athletes and spectators at the competition, helping to promote the NAGASE Cup. In order to have even more athletes and spectators join the 3rd NAGASE Cup and further expand the circle of inclusivity, Mr. Mitsuka will help make the NAGASE Cup a more exciting event as its official ambassador, posting on the official NAGASE Cup Instagram account and at the competition itself.

The schedule for his activities as official ambassador will be posted later on the NAGASE Cup website and Instagram account. Entries will begin being accepted in mid-July for the 3rd NAGASE Cup, an athletics competition where athletes can race regardless of differences such as age, nationality, or whether or not they have disabilities.

Mr. Mitsuka's Comment on Becoming the Official Ambassador

I am glad to be able to work together again this year, continuing on from last year. The NAGASE Cup is an inclusive competition that anyone can participate in regardless of age, sex, competitiveness, or whether or not they have a disability. I think it is truly wonderful for everyone to be able to move their bodies and compete with each other. In order for even more people to have fun, I plan on making exciting social media posts, and cheering on everyone at the competition itself. Let's have fun together again this year! Everyone, come to the NAGASE Cup to compete or cheer people on!!

What Does Mr. Mitsuka Think of the NAGASE Cup?

I have never seen a competition like this before, where both para athletes and those without disabilities can run together. Regarding para athletics, I had the opportunity to try a prosthetic leg before, but it was very difficult and I could not run with it. The NAGASE Cup gave me a new appreciation for how incredible para athletes are, and I would like to spread the word to the world about them. I hope to encounter many athletes and spectators at the competition venue, and show people the appeal of the NAGASE Cup.

Profile of Takaya Mitsuka

He began athletics in high school, and while studying running at the University of Tsukuba and later its Graduate School, competed in the 800m and 1500m at the Japan Intercollegiate Championships. While working after graduation, he also competed at the 800m at the Japan Championships. Currently, as a running coach and influencer, he works to popularize running through media appearances and events. He is engaged in a variety of activities, including working as a part-time lecturer, a model, and an influencer. He was the PR leader for the Kobe 2024 Para Athletics World Championships.

Official Instagram: https://www.instagram.com/takaya_mitsuka/

About the NAGASE Cup

“An Inclusive Athletics Competition Anyone Can Join”

The NAGASE Cup is held by Japan Para Athletics and the Tokyo Athletics Association, and sponsored by Nagase & Co., Ltd. Based on the concept of being “an inclusive competition anyone can join,” it consists of a Japan Association of Athletics Federations approved category and a Japan Para Athletics approved category, and is the largest athletics competition of its kind in Japan*, in which athletes can race **regardless of differences such as age, nationality, or whether or not they have disabilities.**

This will be the third NAGASE Cup, and as it was last year it will once again be held at the Japan National Stadium, where athletes will be supported in making their next challenge while spectators, officials, volunteers, and local residents will encounter new experiences and values, with the goal of recognizing diversity and **spreading the circle of inclusivity to society as a whole.**

*The largest number of para athlete competitors in a competition where athletes can compete regardless of whether or not they have a disability (according to in-house research)



Delivering next.

■Competition Overview

Name: 3rd WPA Approved NAGASE Cup Athletics Competition

Will be held as a World Rankings Competition

Dates: Saturday, October 12 and Sunday, October 13, 2024

Venue: Japan National Stadium

(10-1 Kasumigaokamachi, Shinjuku, Tokyo)

■Official Media

Website: <https://www.nagase.co.jp/nagasecup/>

Instagram: https://www.instagram.com/nagasecup_since2022/

■Inquiries

Nagase & Co., Ltd. URL: <https://www.nagase.co.jp/>

PR Section, Corporate Relations Div., Corporate Management Dept.

Official Instagram account:



NAGASECUP_SINCE2022