



## *JAL Starts Tohoku Support Project “VISIT TOHOKU!”*

**TOKYO May 30, 2013:** JAL Group has been embarking on a new journey with the understanding, cooperation and support of our stakeholders and customers. The airline will never forget this sense of gratitude, by the way of making the most of its unique characteristics to participate in various social activities. Through JAL Group’s CSR(Corporate Social Responsibility) activities, the airline aims to realize the sustainable development along with the society and contributes to the betterment of society after revising the basic policies of its CSR from fiscal year 2013.

It has been two years since the Great East Japan earthquake. The development of the recovery in each disaster area is different and the local needs are not the same, either. Nevertheless, following with the wish for remember what once happened in the disaster area, JAL Group sympathizes with the proposal to visit disaster areas, use their products and offer your assistance to realize the revitalization in disaster area.

Immediately following the earthquake in March 2011, JAL Group strived to ensure air transport capacity in disaster area by providing many temporary flights and arranging larger size aircrafts, in addition that the airline started emergency support measure to transport supporters for restoring local medical and infrastructure utilities and deliver Aid for free. After that, the airline participated in the “Tohoku Cotton Project”, aiming for a recovery in “re-starting agriculture”, “job creation” and “new industries” in Tohoku by growing and cultivating cotton which is strong against salt damage in the agricultural area, where was salt water damage due to the Tsunami.

On the basis of new JAL Group CSR Policy, the airline wishes to continue its support for the recovery of disaster area. JAL TOHOKU SUPPORT PROJECT“VISIT TOHOKU!” will be launched on June 1, 2013. The airline with its staff will contribute to the recovery of Tohoku by local promotion and supporting the disaster-affected inhabitants.

### **【The Outline of JAL TOHOKU SUPPORT PROJECT “VISIT TOHOKU!”】**

#### **Local Promotion**

##### **1. Stimulate Local Tourism Demand**

- ◆Deploy charter flights to Tohoku area
- ◆JALPAK Support Recovery Tour; expand tour products to Tohoku
- ◆Develop the JAL Group employees training course to Tohoku

##### **2. Support Local Industries**

- ◆Introduce the products from Tohoku area in JAL Mileage Bank (JMB) Mileage Promotion
- ◆Offer Tohoku Specialties in-flight and in the airport lounges

##### **3. Promotion**

- ◆Set up JAL Tohoku Support Website
- ◆Dispatch the related information and message via in-flight magazine, in-flight Video and Facebook etc.



#### **Support the disaster-affected inhabitants**

##### **4. Gifts for smiling face**

- ◆ Plan a tour and invite children from the disaster-affected area
- ◆Establish upbringing program in disaster-affected area
- ◆JAL Mileage Donation for Tohoku Charity.

※The other activities will be introduced on JAL Tohoku Support Website when they have been decided.

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