Bringing Smiles and Vitality
SEGA SAMMY Group’s Reconstruction Support

More than six years have passed since the Great East Japan Earthquake on March 11, 2011, and the SEGA SAMMY Group has continued to participate in support activities in the affected areas. To contribute to a genuine rebirth from the disaster, we will maintain a focus on delivering emotionally satisfying experiences to as many residents as possible using the entertainment we have created.

Fiscal 2018 New Employee Training Program

In fiscal 2018, 106 new employees visited stricken areas of Ishinomaki-shi, Onagawa-cho, Shichigahama-machi and Higashi Matsushima-shi in Miyagi Prefecture as part of our new employee training program. In addition to participating in support activities such as beach cleanups, they engaged in group work. This included presenting proposals for reconstruction initiatives based on the mayor’s lecture and tours of the areas as a means of nurturing an awareness of social contribution, which would also be advantageous to their jobs and the Group.

In fiscal 2016, employees organized events in Higashi Matsushima-shi, with invited guest Takeshi Matsuda, a swimming medalist at the Rio Olympic Games. And in November we held a swimming class in Shichigahama-machi with invited guest Takeshi Matsuda, a swimming medalist at the Rio Olympic Games.

Our Activities

(March 2011–March 2017)
FY2017 activities underway

- Support fund
  Approximately 400 million yen
- Volunteer activities by employees
  46 activities involving 555 employees
- Supporting events
  34 activities involving 21,311 participants

Note: Figures solely represent events held by the SEGA SAMMY Group.

Events Supporting People in Disaster-stricken Areas and Employee Volunteer Activities

In fiscal 2016, employees organized events in Higashi Matsushima-shi, Onagawa-cho, Hichigahama-machi and Minami Sanriku-cho in Miyagi Prefecture and Iitate-mura in Fukushima Prefecture. These included “ochakko-no-kai,” a gathering to chat with residents in temporary housing and those who use SEGA SAMMY Group products such as Smart Ball, UFO CATCHER, E-ederu sunaba, the Darts, Flash Pad and THE ADVENTURE OF PANDA AND FRIENDS. In October we held the SEGA SAMMY Group Baseball Class for junior high school students in Higashi Matsushima-shi, with invited guest Dave Okubo, a former manager of the Tohoku Rakuten Golden Eagles. And in November we held a swimming class in Shichigahama-machi with invited guest Takeshi Matsuda, a swimming medalist at the Rio Olympic Games.

Thoughts from New Employees

Yuto Hino
SEGA Interactive Co., Ltd.

For those who don’t keep up with the news, Miyagi may still be perceived as an affected area. In fact, I’d thought that until I visited Miyagi, where I discovered it has, for the most part, been restored and is no longer severely damaged. I sincerely hope that people will stop referring to our event as a way of supporting people in disaster-stricken areas. Instead, I want them to think of it as having been transformed into an event purely for the entertainment of Miyagi people in remembrance of March 11.

Hiroyo Wakayama
SEGA TOYS CO., LTD.

This year was my first visit to the affected areas. I went and saw those places, where a disaster had occurred. Participating in the events was meaningful to me in the sense that I realized March 11 was an incident that occurred in the country where I live. I’d thought that reconstruction meant restoring a stricken area to its original state. I was really impressed to learn that the mayor of one affected area envisioned creating an even more attractive town than before the earthquake. It seems that if we only support people in the affected areas, those places will continue to be associated with having been stricken by an earthquake. Therefore, I hope the time will come when we can provide the same support to people in affected areas as well as in other places.

Community Response

The younger generation now actively involved in the reconstruction of our town is part of Onagawa-cho’s rebirth as a fascinating town. People are attracted to fascinating places. People, particularly the young, have recently started to take on all sorts of challenges, and we are witnessing the creation of new value and possibilities.

Amusement or entertainment enrich and heal, providing people with the power and energy to drive them forward. This is especially true during times of difficulty. The SEGA Sammy Group has graciously provided a range of support in our recovery from the Great Earthquake, including its participation in community events. We look forward to the Group exploring unique kinds of fun and amusement and continuing to create excitement and something new.