

March 25th 2021

Concerning the Recent Rise of Anti-Asian Hate Crimes in the U.S.

Regarding the rapid rise in hate crimes towards people of Asian descent in the U.S., the SEGA SAMMY Group has released the following message via Sega of America's social media platforms.

～Original Statement～

SEGA has been working with its employees to find constructive ways to better support the Asian American and Pacific Islander (AAPI) community and aid efforts to eradicate all acts of racism, xenophobia, discrimination and violence against individuals or groups of people.

This will be a continued effort for SEGA but, in the immediate term, we will make corporate donations to related causes and match individual employee donations to their chosen charities.

#StopAsianHate



～Japanese Translation～

セガは従業員と共に、アジア・太平洋諸島系アメリカ人(AAPI)コミュニティへの更なる支援と、特定の人物や集団に対するすべての人種差別・外国人排斥・差別・暴力の根絶に向けた援助について効果的な方法を検討してまいりました。

引き続き検討を進めますが、先ずもってセガとそのスタッフは AAPI コミュニティ内における関連運動への寄付を実施いたします。また、弊社従業員の寄付金額へマッチングギフトを行います。

#StopAsianHate



The SEGA SAMMY Group fully supports the complete eradication of all forms of racial discrimination and violence. We are dedicated to building a relationship of trust with society, realizing an affluent society, and creating culture by implementing a variety of social activities across the SEGA SAMMY Group.