



Sustainable Action for Tohoku Since 2011



私たちセガサミーグループは、2011年3月11日の東日本大震災直後から
東北地方への復興支援活動を行ってきました。

The SEGA SAMMY Group has been engaged in support activities in the Tohoku Region since the Great East Japan Earthquake of March 11, 2011.



義援金のみならず、
心の支えになるような物資の提供。

Financial support plus emotional support through the donation of goods.



有志によるボランティア活動を始め、
グループの強みを活かしたイベントの開催など

We have used our Group resources and voluntary efforts by employees to support people in areas affected by the disaster.

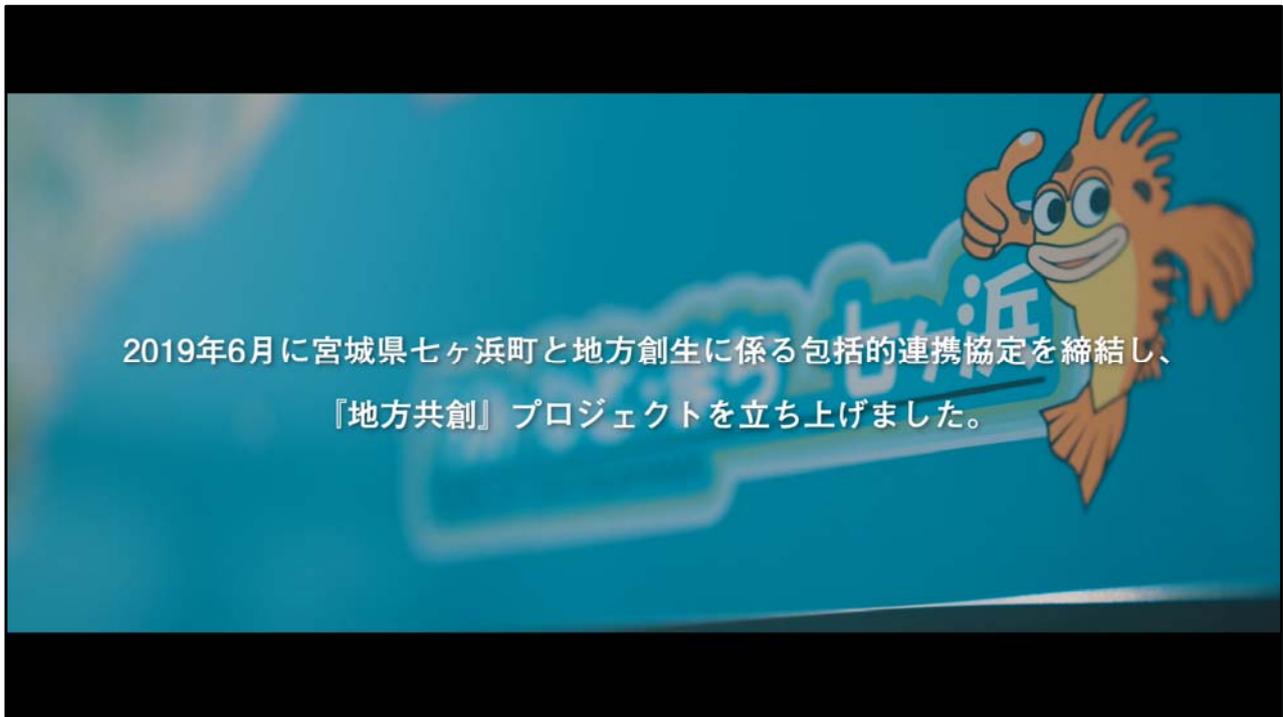


被災地の方々が笑顔で、前向きに復興に取り組むための
サポート活動等にも取り組んできました。

We have also provided positive support for reconstruction and recovery efforts.



A significant amount of time has passed since the earthquake, and we are eager to contribute to the recovery using new methods and frameworks.



In June 2019, we signed a comprehensive partnership agreement with Shichigahama-machi, Miyagi Prefecture and launched a new community co-creation project.



Hiroshi Ishida
Sustainability Promotion Office
SEGA SAMMY Holdings

We have worked with Shichigahama-machi Town Hall staff to find solutions to community issues using resources provided by the SEGA SAMMY Group.

スポーツダーツを活用したコミュニティづくり



Using darts to build communities

ぷよぷよeスポーツを活用した
PR/地域活性化



©SEGA

PR and regional revitalization through *PuyoPuyo eSports*



While working on initiatives, we have continually analyzed and verified how those resources can best be employed to overcome challenges, such as the extension of healthy lifespans, and the development of regional communities.

ドライビングシミュレーターを活用した
運転寿命の延伸



Using driving simulators to extend driving lifespans



One of the happiest moments was when an elderly person visited the Town Hall to thank us for the use of driving simulator, which enabled him to renew his driving license.



♪ ~



Kaoru Terasawa
Mayor
Shichigahama-machi, Miyagi Prefecture

We have been deeply moved by the generous support that SEGA SAMMY Holdings has provided to Shichigahama-machi over the past 11 years. We are also grateful for their advice on various matters.

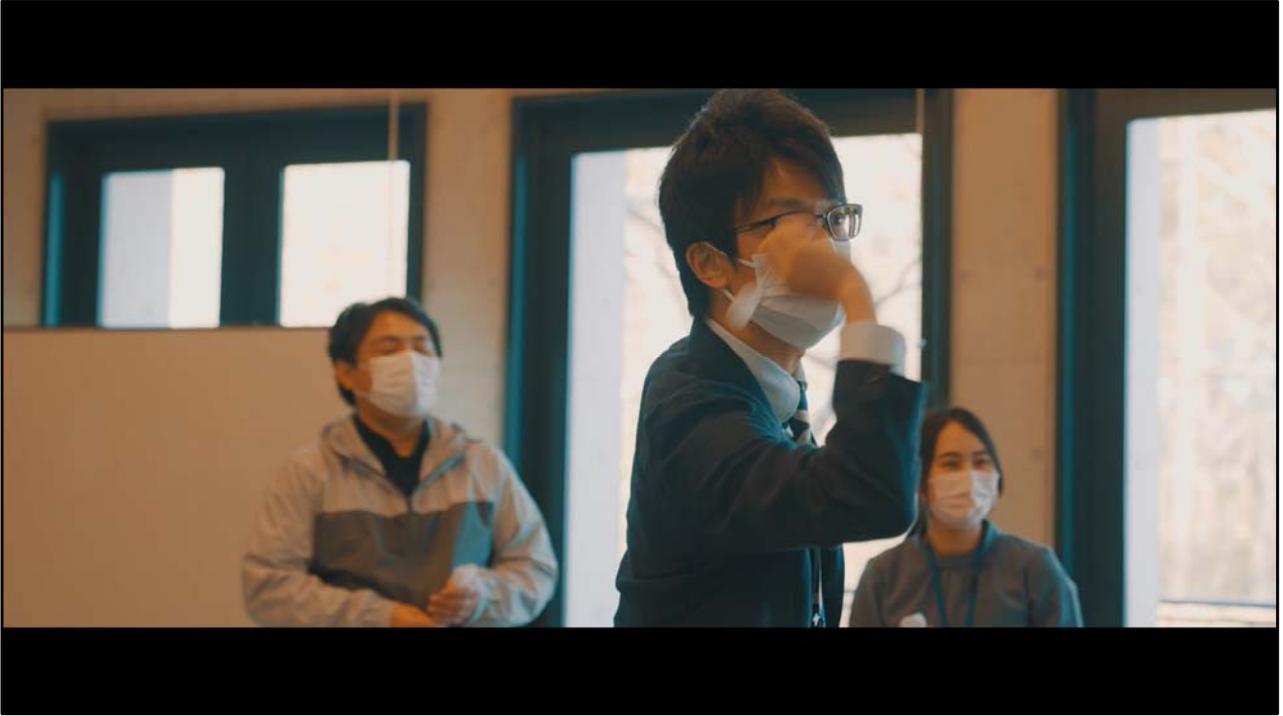
2017年七ヶ浜生涯学習フェスティバル



The 2017 Lifetime Learning Festival in
Shichigahama-machi



We look forward to their continuing advice and support as we work toward a real recovery for our community and in our hearts.







♪ ~



Haruki Satomi
President and Group CEO, Representative
Director

Residents are still affected by feelings of unease 11 years after the disaster.



Top-level meeting about the Partnership Agreement



We look forward to working with you in the future as we continue to provide support based on our unique approach.



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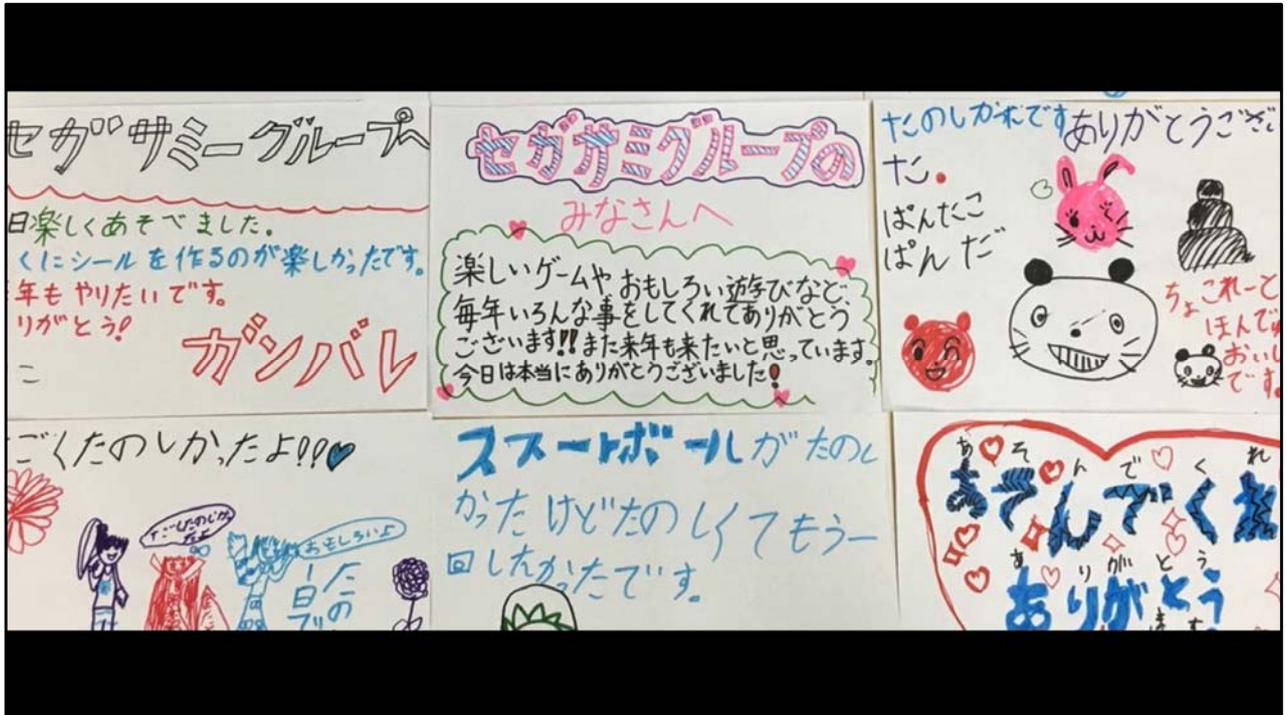
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♪~

感動体験を創造し続ける

～社会をもっと元気に、カラフルに。～

Constantly Creating, Forever Captivating
— Making Life More Colorful —



SEGA SAMMY