

# REALE CUP 2019 REPORT

Date: May 18th, 2019 (Sat.)  
Location: Mt.Komuro Park,  
Izu Peninsula, Shizuoka

## REALE CUP 2019

New Style

5/18 am9.30 - pm5

### 本気!!!

### と 社会貢献のサッカー大会

参加費  
**FREE**

USED

熱い気持ち!

# CHALLENGE



## REALE CUP 2019

### Games on 8 players knockout tournament

You're done when you loose. The system of knockout tournament encourage children's determination to survive. Throughout the day, children chased the ball on the field with serious motivation and allowed us to witness their intense feelings of joy for winning and regret for loosing.



#### [8 participated teams]

Nagaizumi Amigo A

Nagaizumi Amigo B

Inazuma Eagles

FC Ventula

Susono West SSY

FACT

Mare FC

FC Reale



The best player was awarded on every game. It ignited children's serious motivation.

### The selection of Man Of the Match (MOM) ignited children's serious motivation.

Every award was given directly by the professional player and photographed in front of the sponsor board.



In Reale Cup, professional and former professional soccer players, under a fair judgment, selected the MOM for every game. This unusual opportunity for children to be seen and evaluated by professional players have heated up their motivation.

### Promotion of the tournament in a professional-like atmosphere allowed every single children to be fully participated and gain something valuable.

At Reale Cup, children are "athletes," and adults are their "team mates" determined to make this event successful. Individuals were selected for "MVP, Best GK, DF, MF, Coach," and the ceremony simulated a professional match-like atmosphere. This allowed everyone to experience the joy and satisfaction of participating with serious motivation.

## Children, seriously motivated! Survival games in the knockout tournament



Donation of shoes are the entry requirement. Some participants donated multiple pairs of shoes.

### The requirement for entry is donation of shoes to the "World Friends Project"

Normally, participants are required to pay money in order to play for the tournament. At Reale Cup, we made the social contribution activity of donating shoes to the "World Friends Project" as the requirement for joining the tournament.



### Total of 181 shoes were donated!

At first, children probably simply thought "we get to play games if we bring shoes that are no longer in use." But by seeing and carrying the amount of 181 collected shoes, they were able to be aware and feel its value. We hope this was an experience for them to realize that each one of their actions can make greater impact.

World Friends Project Logo



Commemorative photo of collected shoes and uniforms with the representative players from each teams.

# REAL CUP Serious motivation & Social contribution 2019



# Adults, serious determination! Cheering, Supporting, Professional figures

# RE CUP s Moti- on!!! & I Con- ition 19

## Adults become a "team" to nurture the children



Combining the social contribution activity and the promotion of professional-like atmosphere, Reale Cup is a tournament with a very unique concept seen nowhere else. This first attempt was done successfully because of serious support from parents, speakers and staff members to make this event come alive. Every one of us is unique and different, but when we cooperate for the same goal, we can become a "team" and "attain" something that we had never done before. To show this lesson through our "figure" was the biggest accomplishment from this challenge.

## To see the professional figure with one's own eyes. To feel the vibe of adults "exerting their strength."

In Reale Cup, people from various areas of profession had cooperated to operate this tournament; including the two speakers, photographer, designer, MC, etc. The parents also had played an important role in supporting the tournament and extracting ideas to make it an exciting event.

Witnessing individuals exerting their strength to serve the others, serious interactions between the adults, figures of collaboration at various places, Reale Cup was conducted and completed in such atmosphere.



## Providing children the knowledge and experience, we teamed up to be the "strength" in attaining their dream.

At Reale Cup, we conducted "special seminars" not only for participated teams and parents, but open for anyone willing to learn. It was an opportunity to hear professional experiences, watch and learn their techniques, and absorb the knowledge. The speaker's contents were very specific, simple to understand and practical for children to incorporate. It was a great opportunity for children to acquire the "strength" in making their dreams come true.

### Seminar 1: "What is necessary for making your dream come true" Mr. Yosuke Kataoka



### Seminar 2: "Athlete's Dietary Education for Parent and Child" Mr. Ryuichi Okada (Representative of Athlete Firm)



## Social Contribution! Experiencing the impact of taking actions

### To make the act of social contribution more relevant and common.

At a glance, children may see soccer as irrelevant to social contribution. But through the experience of this event, children is able to understand that the act of social contribution can be created from new ideas. It may have given them an opportunity to be interested in social contribution, to imagine the life of other people's lives in different environment, to reflect and observe the environment they are living in, and to have broader perspective and concern for taking actions on what he/she can do proactively for the world.



### A feedback from one of the parents

#### The day "Serious Motivation!" was in the air. What was found were unity and "rewarding."

When my son came back from Reale Cup, he's face was different. Seeing him in truly fine energy, I understood what it means and the importance of doing things with serious determination.

I could feel that he was able to fully exert his strength and himself. His physiology must have been in good shape and was able to really enjoy soccer, but I believe it was because the parents allowed them to play in such cooperative atmosphere.

At the site, the event was operated officially by MC and was able to learn techniques from the former J league player, Mr. Kataoka. Dietary education had been taught in Reale regularly, but we were able to learn this time with the entire participants. Each workshop was done professionally with serious motivation and we witnessed the children to become "athletes." They really were excited.

Seeing the interactions of parents in cooperation, the children in different age group also enjoying the event, and even the infants playing around with the ball. Not just the shoes donation, but because I could also join the event, and could support the event as a parent, this tournament was very "rewarding" unlike any other soccer match.

It had given me the feeling that I became part of a big team member.

# JULY Handing over the shoes to children in Nepal

In July, we delivered the donated shoes and uniforms together with the other donations from the "World Friends Project" and the "Hero Project." The goods added up enormously to total of 220 shoes and over 350 clothes. The delivery was sent mostly by EMS, but had been hand carried as much as possible by 3 members including the chairman Aya Miyoshi. All the shipping cost was funded by KMR Medical Corporation Association and IM SUPPORT.



## By the collaboration of two projects, we are getting closer to our vision step by step.



At Nepal, we conducted meetings repeatedly with the local staff members and national soccer players whom are in cooperation to operate our projects. As a result, we decided to make a collaboration between the "World Friends Projects," delivering shoes from the children in Japan to children in Nepal, and the "Hero Project," supporting the players to become a figure of heroes for children in Nepal. Through this collaboration, we ask the heroes to hand over donated shoes to children in their own home town, which allows us to reach children wide spread in rural areas.

By doing so, heroes are taking an act of paying forward by sharing their successful experiences with the donated shoes, and children are able to interact with heroes thus feel hope for their dreams and motivated to strive. With limited time in Nepal, when a good idea was brought up, members came to an immediate decision for prompt actions, and the heroes executed the plan right away.

**By the accomplishment of Reale Cup 2019, we established to progress our activities! We are truly thankful for everyone who have supported us.**

#### 【Sponsor】

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#### 【Support】

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Athlete Farm  
MC / Kei Tsutsumi  
Photographer / Sinichi Sugisaki  
Filming / Dotoku Nagano,  
Hiroyuki Tsumagari, Chiaki Momose  
【Project Supporter】  
Ryohei Kitamura/ KMR Medical Corporation  
IM SUPPORT

### 【Sincere request for supporting us】

If you could support us or make donations, please visit our website or SNS to see further details on our activity contents and reports.



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