



Embassy of Japan

Press Release

March 22, 2010

Japanese Heart-full Soccer in Bangladesh

Embassy of Japan is pleased to announce that Heart-full Club of Urawa Reds will hold “Heart-full Soccer in Bangladesh”. With this objective, a Japanese delegation, consisting of 5 soccer coaches, will arrive in Dhaka on March 23, 2010 to create healthy mind and to teach the pleasantness of football. The team will conduct sessions with Bangladeshi primary school students in Dohar on March 24 and with the Japanese children on March 25. Presentation Ceremony of Friends of the United Nations Asia-Pacific (FOUNAP) and Urawa Reds to Bangladesh will be held at Modhurkhola High School on March 24 in presence of Dohar Upozila Chairman Mr. Rahman.

With this tour, the concept of Heart-full Club, which was established in 2003, will be exerted in the Grass-root international exchange in Asia. So far, the Heart-full Club held sessions in 12 countries and enjoyed football with approximately 3,600 children. In addition, the club is now in partnership with FOUNAP.

‘Heart-full Soccer’ in Bangladesh will be organized by Urawa Reds in cooperation with FOUNAP and with the support from Embassy of Japan in Bangladesh, Bangladesh Japanese Society, Bangladesh Japanese School, Bangladesh Foreign Ministry, Japan Bangladesh Cultural Foundation and sponsored by Mitsubishi Corporation.

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