



SENDAI COMMITTEE FOR THE UN WORLD CONFERENCE ON DISASTER RISK REDUCTION

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March 07, 2015

Clean-up campaign by the WCDRR hosting Sendai citizen



Sendai citizen, host of the WCDRR, has started a clean-up campaign to welcome visitors for the UN World Conference on Disaster Risk Reduction (WCDRR). More than eight hundred of volunteers gathered and cleaned sidewalks and shopping malls in rain for an hour.

The feudal Lord of Sendai encouraged volunteers

The opening event for the clean-up campaign was held in Sendai Citizens’ Square on March 9. Sendai’s tourism publicity team, “Date Busho-tai”, a group of actors dressed up as samurai warriors, such as Date Masamune the feudal Lord of Sendai and his retainers, turned up to encourage volunteers.



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Let’s clean downtown Sendai

Volunteers picked up empty cans and cigarette butts in shrubberies and under benches. A female volunteer said, “I hope visitors will be impressed by the cleanliness of Sendai.” Another male volunteer said, “I am glad my hometown becomes cleaner through my contribution. I hope others will be encouraged and start cleaning, too.”



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“Message to the world and our future” project

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