

Translation

“Team Chugai” to Take Part in “Relay for Life Japan”

- Using “3D Adventure Experience” to promote awareness of the early detection and treatment of breast cancer -

May 8, 2015 (Tokyo) - Chugai Pharmaceutical Co., Ltd. [Head Office: Chuo-ku Tokyo; Chairman & CEO: Osamu Nagayama] (hereafter, "Chugai") announced its co-sponsorship of “Relay for Life Japan” (Organizer: Japan Cancer Society etc.), a charity activity aimed at supporting cancer patients and their families, and encouraging the entire community to confront and conquer cancer throughout the year. Chugai will also display “3D Adventure Experience*” aiming to raise public awareness of breast cancer, at the following locations, starting with Tsukuba. Having visitors participate in 3D Adventure Experience, Chugai aims to appeal the importance of early detection and treatment of breast cancer.

Visitors are able to try 3D Adventure Experience at the following venues. Other venues, besides these three, where visitors can try 3D Adventure Experience, will be sequentially announced at Chugai’s website, “Information from Chugai,” (<http://www.chugai-pharm.co.jp/index.html>).

- May 16-17: "Relay for Life Japan 2015 in Ibaraki (Tsukuba Kenkyu-Gakuen Station Park)
- May 23-24: "Relay for Life Japan 2015 in Wakayama" (Sunano-maru Square, Wakayama Castle)
- June 13-14: “Relay for Life Japan 2015 in Kobe” (Kobe Earthquake Reconstruction Memorial Park, Minato Forest Park)

Since 2007, Chugai has sponsored Relay for Life Japan, and has been engaged in activities to enhance public awareness of cancer. For three years beginning in 2010, a huge balloon art in the shape of a colon, named "Giant Colon," was installed at the venue. Walking inside the tunnel-like balloon art, visitors looked at models and information panels of the internal organs, and became familiar with, and increased their understanding for, colon cancer. In 2013 and 2014, visitors had the chance to study lung cancer through answering a quiz on lung cancer, using the iPad.

Starting this year, Chugai hopes to have visitors learn the importance of undergoing breast cancer screening, and link it to early detection and treatment by using 3D Adventure Experience. We will also hand out some booklets (Japanese only) which patients can take home with, including “Let’s Talk about Breast Care and Breast Cancer Screening” and “A Collection of Q&A on the Pathology of Breast Cancer, with Answers by a Pathologist Specializing in Breast Cancer.” The patients are encouraged to read them at home and other places, and study breast cancer more in depth.

Chugai will organize “Team Chugai” and join each locations of Relay for Life Japan to enhance the communication with people who participate in the event across the country. As a leading company in the oncology area, Chugai will work to implement cancer treatment that allows patients to confront their diseases proactively with hope, offering innovative and useful drugs and information on an ongoing basis, and continue to carry out these activities to contribute to healthcare and the society.

* 3D Adventure Experience offers a world of virtual reality using a smartphone. Users will find people who should take a breast cancer screening test, and experience checkup at a hospital, the world inside a cell, division of cancer cells, as well as their resection and removal. 3D Adventure Experience will be open to the public for the first time, at the Tsukuba venue.

【Samples of patients’ booklets (Japanese only)】



体験 3Dアドベンチャー



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乳がん検診のバーチャル体験を通じて 乳がん検診と早期発見の重要性を学びます

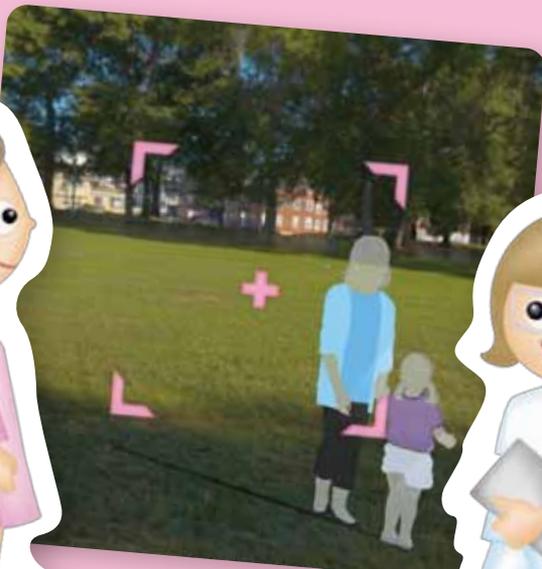
※乳がん検診による早期発見はとても大切なことですが、全ての方に利益があるということではありません

期間・時間

リレー・フォー・ライフ開催期間の日中(夜間は行っていません)
【土曜日は日没まで、日曜日は午前中開催】

場 所

チーム中外テント



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