

17 January 2025
The Local Organising Committee of the World Athletics Championships Tokyo 25

World Athletics Championships Tokyo 25 Mascot Revealed

Today, the Local Organising Committee for the World Athletics Championships Tokyo 25 (WCH Tokyo 25) unveiled the official mascot and general ticket sales guidelines for the 20th edition of the World Athletics Championships taking place later this year.

Created in collaboration with World Athletics media partner and WCH Tokyo 25 principal supporter, TBS Television, the mascot was developed alongside local elementary school students. It represents both the excitement of athletics and the charm of Japan. Students took part in a workshop where they contributed multiple different designs, aiming to create a mascot that would resonate with people across the world.

The mascot, a Shiba Inu, is one of Japan's most beloved dog breeds and was chosen to embody the spirit of WCH Tokyo 25, connecting the Championships with a global audience. The mascot's name will be decided through a nationwide voting campaign, which kicks off today with three 'paw-some' pre-selected name options. The life-sized mascot will be revealed in late February, alongside the announcement of their final name.

WCH Tokyo 25 Official Mascot



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Mascot profile

Get ready to meet the adorable mascot of WCH Tokyo 25! Inspired by the Shiba Inu, one of Japan's most iconic and loved dog breeds, this energetic character embodies the true spirit of sport - courageous, determined, and always pushing to reach their goals. With a heart as warm as their fur, the mascot makes friends everywhere they go. Full of life, they generate energy through moving their body and burst into an adorable little dance when fully charged! A big fan of Tokyo's festivals, this mascot is especially excited to have the World Athletics Championships return to their beloved home city after 34 years.

Likes: running around Tokyo's famous sightseeing spots (especially the WCH Tokyo 25 marathon course)

Special skills: sprinting

Favourite colour: Edo Purple

Favourite expression: "Fast as Lightning"

Favourite food: meats, fish, fruits and vegetables from Tokyo (especially Japanese mustard spinach)

Daily motivation: relaxing in bathtubs made from local hinoki (Japanese cypress) from Tama City, as well as visiting public bathhouses.

Vote for the mascot's name

To help the mascot connect with a wide range of people, WCH Tokyo 25 will hold a national vote to decide the mascot's name. Three potential names were selected during the workshop phase and people from across the country can vote for the name they feel best represents this once-in-a-lifetime event.

Name selections:

A. Sorashiba

Inspired by the image of athletes from around the world coming together, this name evokes the vast sky (sora), symbolising freedom and the ability to run endlessly. It's also influenced by the musical scale 'Do-Re-Mi' (Sora-Shi-Do), adding a sense of joy and fun.

B. Pochichi

A playful twist on the beloved Japanese dog name 'Pochi', with a cute and charming sound.

C. Riku One

This name combines 'riku', the Japanese word for athletics, with the concept of 'one' — symbolising first place, a single second, a single step, a single throw, a single jump, and the 'all for one' spirit of athletics. It also reflects the unity of the stadium and represents the sound of a dog's bark, 'one' or 'wan' in Japanese.

Voting period: Friday 17 January 14:00 – Tuesday 11 February 23:59

How to vote: Participants can access the voting website below and choose one of the three names. Please note that the voting website is only available in Japanese. <https://www.tbs.co.jp/seriku-character/>

Name announced: Late February.

Present: Voters have the option of entering a prize draw to win WCH Tokyo 25 tickets, mascot plush toys, and more. For more details, please visit the naming vote website.

‘Making-of’ video

Watch the ‘making-of’ video below to see the workshop where the children contributed their own unique mascot designs.



- <https://youtu.be/GCX4hgHbv9o> (Japanese subtitles)
- <https://youtu.be/jpRFyozYgFo> (English subtitles)

General ticket sales launching soon!

With 230,000 tickets already sold across 49 events during the pre-sale ticketing phase, general ticket sales for the 20th edition of the World Athletics Championships will begin at **18:00 JST on Friday 31 January**.

With the launch of general ticket sales, more seats will be available for all sessions and categories, including new seating areas in Premium 2 and Category A. For the first time, **ticketholders will be able to choose their own seats**, and additional tickets for seat categories that sold out during the pre-sale will be made available again.

A total of 700,000 tickets are available for next year's Championships, with 70 percent of them priced at an affordable 10,000 JPY (approx. 65 USD) or less. In an effort to make the event more accessible to a

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wider audience, 2,025 special tickets priced at just 2,025 JPY (approx.13 USD) will be offered for each session.

Hospitality packages offering premium services such as food, drinks, and lounge access will be available for purchase, where specified ticket packages will also come with merchandise and giveaways. These packages can be purchased by both corporate and individual spectators, with private room plans tailored specifically for corporate clients. For more details on pricing and specific packages, please visit the hospitality program site when it launches: <http://tokyo25-hospitality.pia.jp>

Pre-sale ticket issuance

Ticket holders who purchased tickets during the pre-sale period will receive their e-tickets via email between 28 and 30 January 2025.

Additionally, e-tickets can be issued as of Friday 31 January at 18:00 JST through their My Page on the WCH Tokyo 25 ticketing site.

Ticket holders who purchased their tickets through the Ticket Pia or TBS Ticket websites will have their tickets issued starting from Friday January 31 at 18:00 JST. Please refer to each website for further details.

General Ticket Sales Outline

The below webpage featuring ticketing information and highlights of each session will be launched on Friday 24 January at 12:00 JST. Please refer back to this page for further information.

WCH Tokyo 25 ticket information page: <https://tokyo25-lp.pia.jp>



Ticket Information Page

Event timetable: <https://assets.aws.worldathletics.org/document/67232fd8b5634d2f7739f752.pdf>



Timetable

Resale

The official ticket resale service will begin in Spring 2025. Further details will be announced as they are finalised. Please note that the official ticket resale service is only available for tickets purchased through

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the WCH Tokyo 25 ticketing site, not through convenience stores. Refunds for handling fees will not be issued. For tickets purchased through the Ticket Pia website or TBS Ticket website, resale information will be provided on each respective site as soon as details are confirmed. The service is expected to start in Spring 2025.

Contact and Inquiries

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WCH Tokyo 25 Official website

WEB <https://worldathletics.org/en/competitions/world-athletics-championships/tokyo25>
 X <https://twitter.com/WATokyo25>
 Instagram <https://www.instagram.com/wchtokyo25/>
 YouTube www.youtube.com/@WATokyo25



WEB



X



Instagram



YouTube

World Athletics Championships Tokyo 25

Organiser	World Athletics
Period	Nine days from Saturday 13 to Sunday 21 September 2025
Venue	Japan National Stadium and other venues (marathon and race walking will be held in Tokyo)
No. of athletes	approx. 2,000
No. of countries/regions	approx. 200
No. of events	49

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