

7 May 2025

The Local Organising Committee of the World Athletics Championships Tokyo 25

WCH Tokyo 25 Welcomes World Athletics President Sebastian Coe to Tokyo for Kids Athletics Day, Baton Project Announcement



Today, on Kids' Athletics Day, World Athletics President Sebastian Coe, Tokyo Governor Yuriko Koike and Mitsugi Ogata, President of both the Japan Association of Athletics Federations (JAAF) and WCH Tokyo 25, came together to reaffirm their commitment to making this year's Championships a landmark event that will inspire and empower children around the world.

We are also providing information regarding the outline of 'Kids' Initiative in the World Athletics Championships Tokyo 25' and its first children's initiative, Baton Project.

Contact and Inquiries

Communications:

The Local Organising Committee of the World Athletics Championships Tokyo 25

E-mail: press@WATokyo25.com

WORLD ATHLETICS PARTNERS



WCH Tokyo 2025 Welcomes World Athletics President Sebastian Coe to Tokyo for Kids' Athletics Day, Baton Project Announcement



The World Athletics Championships Tokyo 25 (WCH Tokyo 25) is built around a clear and powerful mission: *to inspire hope and deliver dreams to as many people as possible*. By giving children, the leaders of tomorrow, the chance to experience world-class athletes pushing the limits of human performance firsthand, this September's Championships aim to ignite a passion for sport and pass on its enduring values to the next generation.

Today, on Kids' Athletics Day, World Athletics President Sebastian Coe, Tokyo Governor Yuriko Koike and Mitsugi Ogata, President of both the Japan Association of Athletics Federations (JAAF) and WCH Tokyo 25, came together to reaffirm their commitment to making this year's Championships a landmark event that will inspire and empower children around the world.

In line with the mission of WCH Tokyo 25 and the values promoted by World Athletics' Kids' Athletics programme, which are respect, determination, friendship and pride, the Tokyo Metropolitan Government, WCH Tokyo 25 and JAAF will work in close partnership to deliver a wide range of initiatives for children and young people. These will include invitations to attend live competitions, opportunities to participate in athletics activities, and experiences behind the scenes of the Championships. Through these efforts, WCH Tokyo 25 aims to create a vibrant legacy that connects future generations to the power of sport.

World Athletics President Sebastian Coe said:

"Kids' Athletics is a key strategic priority for World Athletics as we look to inspire the next generation of athletes to get active and create a healthier and fitter world. We are thrilled that Governor Koike, the World Athletics Championships Tokyo 25 Organising Committee and the Japan Association of Athletics Federations are making significant efforts to ensure that these championships provide young people in Japan a series of initiatives and unique opportunities to ensure that the athletics legacy lives on long past the event.

"I am therefore delighted to be here in Tokyo on Kids' Athletics Day — an annual global celebration designed to excite children about athletics and being active — with Governor Koike and the leadership of Tokyo 25 to announce these commitments."

WCH Tokyo 25 Kids' Initiative outline

As part of its commitment to creating a lasting legacy, WCH Tokyo 25 will roll out a series of initiatives designed to inspire, engage, and empower the next generation.

Central to this youth-focused vision is the belief that major sporting events have the power to shape lives, spark aspirations, and instill lifelong values. To bring this to life, WCH Tokyo 25 will implement several key programmes.

Inspiring Future Fans and Athletes: Children from across Tokyo and regions affected by natural disasters will be invited to attend live competition events, providing many with their first in-person experience of world-class athletics and offering a moment of joy, hope, and inspiration.

Creating a Shared Voice: Messages of encouragement and support will be collected from children and communities, then prominently displayed within the competition venues to help energise both athletes and spectators while fostering a strong sense of inclusion and unity.

Passing the Baton: As part of WCH Tokyo 25's Baton Project, relay batons will be donated to all 1,400 elementary schools across Tokyo, encouraging students to organise and participate in their own relay events. This grassroots initiative aims to deepen young people's connection to athletics, promote teamwork and physical activity, and symbolise the passing of inspiration and energy from one generation to the next.

Kids Reporter Challenge: WCH Tokyo 25 will offer children a unique opportunity to experience the excitement of the Championships through the eyes of a journalist.

Experience Event Operations: Through this initiative, children will be invited to step into the world of event management and operations. Children will experience first-hand how a world-class sporting event comes to life.

Together, these initiatives represent more than just community engagement. They are a cornerstone of WCH Tokyo 25's broader mission: to use the power of sport as a vehicle for connection, creativity, and cultural legacy, ensuring that the spirit of the Championships lives on in the hearts and minds of future generations.

WCH Tokyo 25: Inspiring dreams in the next generation

<https://worldathletics.org/competitions/world-athletics-championships/tokyo25/event-info/kids>

Baton Project

WCH Tokyo 25 will launch its first children's initiative, the Baton Project, in collaboration with World Athletics' Kids' Athletics program. This project will involve donating athletics batons to elementary schools across Tokyo.

A kickoff event to celebrate the project will be held as outlined below. Further details regarding media coverage of the event will be shared separately.

- Date: Monday 19 May 2025
- Location: elementary school in Tokyo
- Programme:
 - Presentation of batons by athletes
 - Athletics clinic led by athletes

Kids' Athletics Programme

The World Athletics Kids' Athletics Programme is one of the world's largest grassroots development programmes, designed to be inclusive, flexible, and fun for children aged four to 14. Implemented by over 150 Member Federations, the programme has reached an estimated 13 million children and young people globally, offering a unique and engaging experience developed by coaches, teachers, and youth. Focused on the values of respect, determination, friendship, and pride, Kids' Athletics is for everyone from practitioners (coaches, teachers, and volunteers) to participants (children and young people interested in athletics and physical activity).

World Athletics has designated 7 May as *Kids' Athletics Day*, setting a new theme each year that encourages children worldwide to participate. For 2025, the theme will be **Relay Around the World**, aligning with WCH Tokyo 25's Baton Project.



CONTACT & INQUIRIES:

Tokyo Metropolitan Government

Hideaki Funakawa (Mr.)

Email: S1180905@section.metro.tokyo.jp

The Local Organising Committee of the World Athletics Championships Tokyo 25
Communications:

E-mail: press@WATokyo25.com

The Japan Association of Athletics Federations

JAAF Communication Team:

Email: press@jaaf.or.jp