

World Athletics honours WCH Tokyo 25 for its commitment to Kids' Athletics initiatives



The Local Organising Committee of the World Athletics Championships Tokyo 25 (WCH Tokyo 25) is proud to invite members of the media to a special certification ceremony that will highlight one of the defining legacies of the Championships: inspiring the next generation.

During a site visit to Tokyo on Wednesday, 7 May, World Athletics President Sebastian Coe, Tokyo Governor Yuriko Koike, and WCH Tokyo 25 President Mitsugi Ogata came together to reaffirm their shared vision of ensuring that the Championships leave a lasting impact by empowering children and young people through the power of sport.

This commitment lies at the heart of WCH Tokyo 25's mission to bring hope and dreams to as many people as possible. In alignment with the values of World Athletics' Kids' Athletics programme—Respect, Determination, Friendship, and Pride—the Tokyo Metropolitan Government, WCH Tokyo 25, and the Japan Association of Athletics Federations (JAAF) have united to deliver a series of ambitious initiatives designed to engage and inspire the younger generation, creating opportunities not only to watch world-class competition, but to participate in and experience the sport firsthand.

These initiatives include:

- Inviting schoolchildren to attend the championships
- Providing hands-on athletics experiences
- Offering opportunities for young people to participate directly in event operations

In recognition of these efforts, we are pleased to announce that World Athletics has announced it will honour the Tokyo Metropolitan Government, WCH Tokyo 25 and JAAF for their commitment to inspiring the next generation through sport.

What is Kids' Athletics?

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).

Event Details

Date and time: Thursday, 18 September 12:20pm – 12:45pm

Location

Press Conference Room (B2 Level)

Japan National Stadium, 10-2 Kasumigaoka-machi, Shinjuku, Tokyo

Attendees

- Sebastian Coe – President, World Athletics
- Mitsugi Ogata – President, World Athletics Championships Tokyo 25
- Yuriko Koike – Governor of Tokyo
- Yuko Arimori – President, Japan Association of Athletics Federations



Outline

1. Visit to the World Athletics Real Classroom

Location: Near Gate 2, Field of Play Area

- Commemorative photo session
- Interaction with approximately 50 elementary school students

2. Certification Ceremony

Location: Press Conference Room

- Remarks by World Athletics President Sebastian Coe
- Presentation of certificates by President Sebastian Coe
- Comments from WCH Tokyo 25 President Ogata, Governor of Tokyo Yuriko Koike, and JAAF President Yuko Arimori
- Group photo session

Note: materials highlighting past children's initiatives will be passed out on the day.

How to attend

For accredited media (WCH Tokyo 25):

- No prior registration is required.
- Please proceed directly to Gate 2

For non-accredited media:

- For this event only, media representatives without WCH Tokyo 25 accreditation will be granted access to the designated areas of the Japan National Stadium track and the press conference room.
- Advance registration is required.
- Please note that entry to any other areas of the stadium is not permitted.
- Coverage of the WCH Tokyo 25 competition itself remains restricted to accredited media.

How to apply

- Media wishing to cover this event must register in advance by 12:00 noon on Wednesday, 17 September.
- Applications should be submitted via email to the address below.

Application email address

Tokyo Metropolitan Government Mail: S1180908@section.metro.tokyo.jp

※ also available via the QR code to the right.

**Required information**

Please use the subject line:

"Coverage Request: Kids' Athletics Certification Ceremony"

Include the following details in your email:

1. Company name
2. Media name
3. Contact person's name
4. Contact information for the day
5. Number of staff (e.g., Movie: ___ units ___ persons / Photographer: ___ units ___ persons / Reporter: ___ persons / Total: ___ persons)
6. Planned publication/broadcast details

For those without WCH Tokyo 25 accreditation:

Media reception location: In front of Gate H, National Stadium

Access Information

- Reception will take place from 12:00 to 12:15 p.m.
- All attendees are kindly asked to present personal identification, such as an employee ID, at the reception desk.
- Media representatives must wear their company armbands throughout the event.
- Camera positions will be allocated in order of arrival, with priority given to accredited media.
- Filming is permitted only from the designated media areas.
- Please note that no camera platforms, audio lines, or power sources will be provided.
- All media are requested to follow staff instructions at all times. Failure to comply may result in coverage privileges being revoked.
- Parking will not be available at the stadium.
- Consecutive Japanese–English interpretation will be provided.
- Please note that no individual interviews will be conducted.