

FOR IMMEDIATE RELEASE

TABLE FOR TWO Celebrates World Food Day 2019

“ONIGIRI ACTION” Campaign

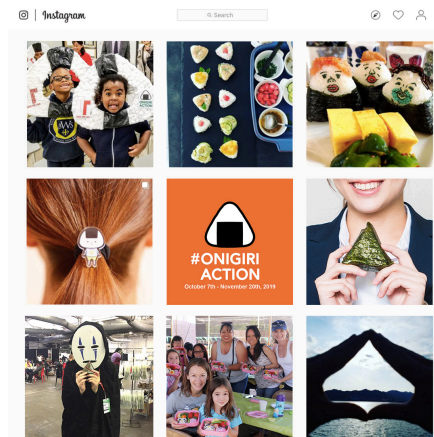
- Change the World with “Onigiri” Rice Ball -

New York, NY – Sep 12, 2019 – This fall, TABLE FOR TWO USA (TFT) invites everyone to participate in their 5th ONIGIRI ACTION campaign from Oct 7th (Mon) to Nov 20th (Wed). This campaign aims to provide 1 million school meals to children in need around the world. During the campaign, every rice-ball-related post on the campaign website or social media with #OnigiriAction will provide five school meals to children in need.

ONIGIRI ACTION campaign commemorates [World Food Day](#), established by the UN in 1945. As an NPO with roots in Japan, the campaign highlights onigiri (rice balls), which are pure comfort food made with love for someone special in Japan. TFT and supporters will host food-related events across the US during the campaign.

The 4th ONIGIRI ACTION campaign of 2018 resulted in great success. In just 42 days, 648,110 people around the world participated in the events, and 201,023 onigiri photos were posted, gaining 45,234,102 likes on social media. As a result, we could provide 1,056,000 school meals so that over 5,200 children were able to eat for an entire school year.

The achievement of the campaign drew global awareness, receiving the "[Asia Marketing Excellence Awards for Marketing 3.0](#)" from the Asia Marketing Federation as a socially responsible marketing program. It was also featured in a recent publication by Philip Kotler and others (Asian Competitors Case Book: Marketing for Competitiveness in the Age of Digital Consumers) as an exemplary program.





**Eat Onigiri!
And take photos!**



**Post your photos
on the website or on
your SNS with
#OnigiriAction**

THANK YOU!



**School meals are
delivered to the children
in need through TABLE FOR TWO**

To participate, visit the ONIGIRI ACTION interactive website (<https://onigiri-action.com/en>) to post a photo, or post a photo on your social media with #OnigiriAction. Posts are not limited to a photo of actual rice balls. Any picture that includes an image related to onigiri is welcome. All types of objects are counted, including onigiri poses, any kinds of crafts, drawings, and origami artwork.



For every onigiri photo posted, our sponsoring organizations will donate 5 school meals to children in need. The ONIGIRI ACTION 2019 campaign is generously supported by: J.C.C. Fund/Japanese Chamber of Commerce and Industry of New York, JFC International/Nishiki, JCAW Foundation, Zojirushi America, San-J, ITOCHU International, SMBC Global Foundation, Misuzu Corporation, MUFG Union Bank, N.A., Otafuku Foods, Just One Cookbook, BentOn, Onigilly.

To learn more, please download the handbook:

- Getting Started Guide: <https://bit.ly/2TUSkRa>

Please visit our website:

- ONIGIRI ACTION Campaign Site <https://onigiri-action.com/en>
- TABLE FOR TWO USA official Site: <https://usa.tablefor2.org/onigiri-action>

Please watch video:

- Change the World with Onigiri: <https://youtu.be/qyv9KH48yY>
- Onigiri Action: <https://youtu.be/IR7k2jNHjFg>
- Rice Overview: https://youtu.be/TIb_l1VWanE

TFT will also be hosting onigiri-making workshops, mainly in New York City, Boston, Washington DC, and California, as part of the campaign. Participants can learn to make traditional Japanese rice balls.

As a unique feature in the 2019 campaign, TFT instructors will visit schools, organizations, and workplaces in the DC metropolitan area upon request, and provide a POP-UP class. Experienced instructors from our "["Wa-Shokuiku -Learn. Cook. Eat Japanese! - "](#)" food-education program will deliver "Creative Onigiri Making" lessons, where participants will learn about global food-related issues and simple, fun, and tasty ways to take actions. The first five elementary schools to respond will receive this special lesson for free. To learn more: <https://usa.tablefor2.org/onigiri-action>



Change the World with Onigiri @Schools

Date: Oct 7th to Nov 20th / Venue: K-12 schools and universities (All states)

Many schools hold ONIGIRI ACTION events as part of classroom, club, or whole school activities! Any school can easily organize an event. To learn more, please download "[Getting Started Guide](#)."

Oishii October

Date: TBD / Venue: TBD

Join us for a fun-filled and educational evening to make delicious (oishii) onigiri!

Hello Kitty Onigiri Making Workshop

Date: TBD / Venue: [Tanaka Farms, Irvine](#) (5380 University Dr, Irvine, CA 92612)

Let's make cute Hello Kitty shaped onigiri bento with fresh vegetables from Tanaka Farms!

During the campaign, a portion of the proceeds from the products below will be donated towards providing school meals: Nishiki Rice (JFC International), Rice Cooker (Zojirushi America), Tamari Soy Sauce (San-J), Tamaki Gold (ITOCHU International), Over 70 onigiri items (Tokyo Central's online store), Inari (Misuzu Corporation), Okonomiyaki Pancake Mix (Otafuku Foods), Just One Cookbook eBook – Essential Japanese Recipes (Just One Cookbook), Brown Rice Plum Basil Hijiki Onigiri/Five Grains Konbu Onigiri (BentOn), Onigilly (Onigilly), Onigiri (Hana Japanese Market), Fresh Miso Soup from Miso Soup Dispenser (Marukome), Echigoya Koshihikari (Echigoya), Sushi Workshop for Good (Sushi Chef Institute), Orinigiri workshop (Orinigiri) and Seasonal Delights Care Package (Kokoro).

“We are thrilled to launch our World Food Day campaign this fall in an effort to provide meals to children in need,” said Mayumi Uejima-Carr, President of TABLE FOR TWO USA. “We hope as many people as possible take advantage of this opportunity to make a difference in the world while enjoying Japanese food.”

About TABLE FOR TWO USA:

TABLE FOR TWO USA (TFT) is a 501(C)(3) organization that addresses the conflicting issues of hunger and obesity through a unique "meal-sharing" program. TFT partners with corporations, restaurants, schools and other food establishments to serve healthy TFT meals. For each one of these healthy meals served, a small portion of the proceeds is donated to provide one school meal for a child in need. TFT started in Japan and now operates in 14 countries. As one of the most well-known NPOs in Japan, a country noted for the longevity of its people, TFT promotes Japanese healthy eating culture and tackles critical health issues. TFT has recently launched a food education program called "[Wa-Shokuiku -Learn. Cook. Eat Japanese!](#)" to teach K-12 students in the U.S. about Japanese food and foodways through hands-on cooking and learning activities. For more information about TABLE FOR TWO, please visit: <https://usa.tablefor2.org>.