

Together, Let's Make the TOKYO 2025 DEAFLYMPICS!



SAKURA Campaign

Monday, 17th – Sunday, 30th March 2025

Let's liven up the TOKYO 2025 DEAFLYMPICS by filling social media with its main colour, SAKURA (cherry blossom) pink!

Join the SNS Posting Campaign!

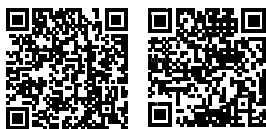
#sakuradeaflympics

Post your support for the athletes and share your thoughts on the Deaflympics, along with your cherry blossom pink photos!

1



Follow us on
Instagram or X



Instagram X

2



Prepare a SAKURA pink photo, whether it's a recent shot or one from the past.

Post with just message is also welcome!

3



Tag our account & use this hashtag, #sakuradeaflympics with your message!

Your messages will come together on our website, turning into cherry blossom petals that will make the tree bloom fully!



Visit our website ►

■ Get Your Free Cherry Blossom Wallpaper!

In celebration of the TOKYO 2025 DEAFLYMPICS and cherry blossom season, we're giving away a FREE smartphone wallpaper! Download yours from our website and let's cheer on the event together!



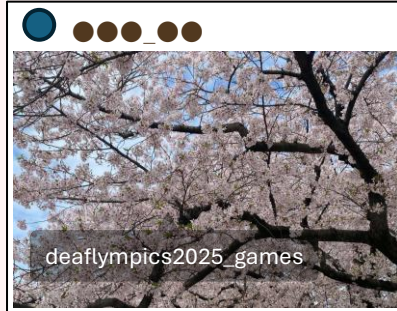
TOKYO 2025 DEAFLYMPICS

SAKURA Campaign

Period:

Monday, 17th – Sunday, 30th March 2025

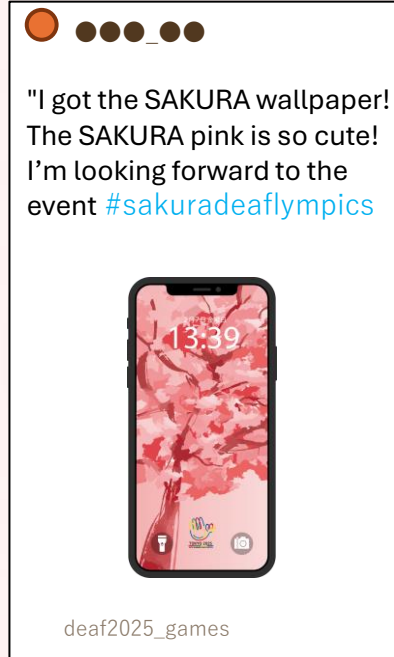
Examples



deaflympics2025_games


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The Deaflympics is an international "Olympics for Deaf people." #Deaflympics to be held in Japan for the first time in November 2025. ✨ The main color is SAKURA pink. 🌸 Let's cheer on the games together! 📣 #sakuradeaflympics #TOKYO2025DEAFLYMPICS

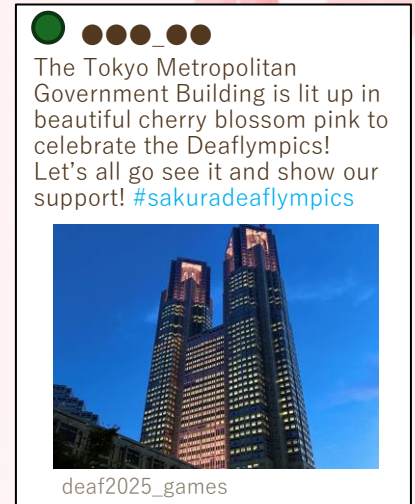


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"I got the SAKURA wallpaper! The SAKURA pink is so cute! I'm looking forward to the event #sakuradeaflympics




deaf2025_games

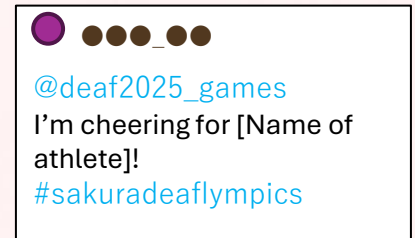


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The Tokyo Metropolitan Government Building is lit up in beautiful cherry blossom pink to celebrate the Deaflympics! Let's all go see it and show our support! #sakuradeaflympics



deaf2025_games



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@deaf2025_games

I'm cheering for [Name of athlete]! #sakuradeaflympics

Participation Guidelines for the SNS Posting Campaign

By submitting your post, you grant the Deaflympics Preparation and Operation Office the right to use your content for public purposes, including publicity, promotion, and events. Your content may be shared on various media platforms, such as websites and social media. Please take note of this before submitting.

Additionally, this campaign will be conducted in accordance with the "About Official SNS Operation Policy of the Deaflympics Preparation and Operation Office, Tokyo Sport Benefits Corporation." Please review the site policy under "6. About Official SNS Operation Policy" on our website before participating.

Contact Information:

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Planning and Public Relations Group
Email : koho@deaf2025.jp



HP



X



Instagram