

July 30, 2026

Tokyo Marathon Foundation
Tokyo Tatemono Co., Ltd.
In cooperation with: HERALBONY Co., Ltd.

The Tokyo Marathon Foundation, Tokyo Tatemono, and HERALBONY Tokyo Legacy Half Marathon 2026 “Tokyo Cheer Back Bibs” Initiative Launched

Advancing a Diverse Society through the Fusion of Sports and Art

Tokyo Marathon Foundation (Head Office: Shinjuku-ku, Tokyo; Chairman: Tadaaki Hayano; hereinafter, the “Tokyo Marathon Foundation”), Tokyo Tatemono Co., Ltd. (Head Office: Chuo-ku, Tokyo; Representative Director, President & Chief Executive Officer: Katsuhito Ozawa; hereinafter, “Tokyo Tatemono”), and HERALBONY Co., Ltd. (Head Office: Morioka, Iwate Prefecture; Representative Directors and Co-CEOs: Takaya Matsuda and Fumito Matsuda; hereinafter, “HERALBONY”) announce that, as part of an art project undertaken by the Tokyo Marathon Foundation, they will carry out the “Tokyo Cheer Back Bibs” initiative (hereinafter, the “Initiative”), featuring specially designed back bibs worn by runners at the Tokyo Legacy Half Marathon 2026 (hereinafter, the “Race”), scheduled for October 18, 2026.



Starting and finishing at MUFG STADIUM (Japan National Stadium), the Race is a major sporting event held in Tokyo with 18,000 participants—the largest field of any half marathon in Japan. First held in 2022, the 2026 event will be its fifth edition. Entry categories include general runners, people with disabilities, people with disabilities (wheelchair), semi-elite and elite athletes, elite para athletes, and student teams, giving a wide range of runners the opportunity to enjoy running through the city.

Under the Initiative, and with the cooperation of HERALBONY—a creative company that seeks to transform perceptions of disability and create new culture with welfare as its starting point—original back bibs featuring artwork by artists with disabilities (hereinafter, the “Bibs”) will be produced and sold to runners. The Bibs not only encourage the runners who wear them; a portion of sales will also be shared

with the artist and donated to support athletics clinics for people with disabilities under the Tokyo Marathon Foundation's Sports Legacy Program (Para Athletics Challenge Support). In this way, runners who receive cheers from spectators along the course can, in turn, "cheer back" those around them and society at large.

Through the Initiative and related sports-and-art activities, the Tokyo Marathon Foundation, Tokyo Tatemono, and HERALBONY aim to help realize a diverse society in which people with and without disabilities respect one another and everyone can enjoy self-expression and physical activity.

● Initiative Overview

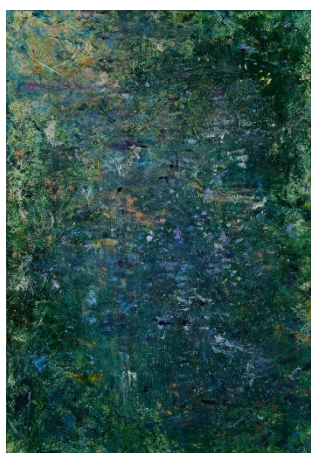
Name	Tokyo Cheer Back Bibs
Planning and Implementation	Tokyo Marathon Foundation; Tokyo Tatemono Co., Ltd.
In Cooperation With	HERALBONY Co., Ltd.
Sales Period	August 1–31, 2026
Bibs Offered	Back bib featuring artwork by an artist under contract with HERALBONY • Artwork title: 20210425 • Artist: Sousei Tokinaga • Design  "Pre-printed Message"  "Blank" * Choose either "Pre-printed Message" or "Blank". * The "Blank" version can be personalized by hand using a permanent marker or similar pen.
Price	JPY 880 (tax included) * A portion of sales will be shared with the artist and donated to support athletics clinics for people with disabilities under the Tokyo Marathon Foundation's Sports Legacy Program (Para Athletics Challenge Support).
Pickup Method	Tokyo Tatemono booth at the Tokyo Legacy Half Marathon EXPO 2026 Dates and hours: October 16 (Fri), 2026 Hours: 11:00 a.m. - 9:00 p.m. (JST) (Visitors must enter before 8:30 p.m.) October 17 (Sat), 2026 Hours: 10:00 a.m. - 8:00 p.m. (JST) (Visitors must enter before 7:30 p.m.) Venue: MUFG STADIUM (Japan National Stadium), 10-1 Kasumigaoka-machi, Shinjuku-ku, Tokyo

Important Notes	• Limit one bib per person. Orders will close when the production limit is reached. • All sales are final after payment. No refunds, cancellations, or late pickups. • JAAF-registered athletes may not wear this bib during the Tokyo Legacy Half Marathon 2026.
Application Website	https://tlh-cbb-office.peatix.com *The order page is in Japanese only. Please use your browser's auto-translate feature.

● About the Bib Design

The Bibs feature “20210425” (hereinafter, the “Artwork”) by Sousei Tokinaga. The Artwork received the “Tokyo Tatemono | Brilliia Award” at the “HERALBONY Art Prize 2026 Exhibition Presented by Tokyo Tatemono | Brilliia,” an international art award organized by HERALBONY.

At the age of seven, Sousei Tokinaga encountered canvas and acrylic paint in an art class and began painting at home. Tokinaga works by stroking and wiping away paint mixed directly by hand, then scratching into the surface with fingertips. Despite a small stature, Tokinaga works on large canvases, completing each piece through layer upon layer of paint. The dynamic materiality seen in the work is created through these full-body movements. Because paint also finds its way onto chairs and clothing during the creative process, “creative by-products” emerge, giving rise to the family motto, “Paint is not dirt.” Tokinaga loves seeing people smile above all else. When noticing someone who looks sad, Tokinaga peers in with a smile, stays close, and tries to lift their spirits. This warm gaze and kindness quietly permeate the work.



“20210425” (2021)



Sousei Tokinaga

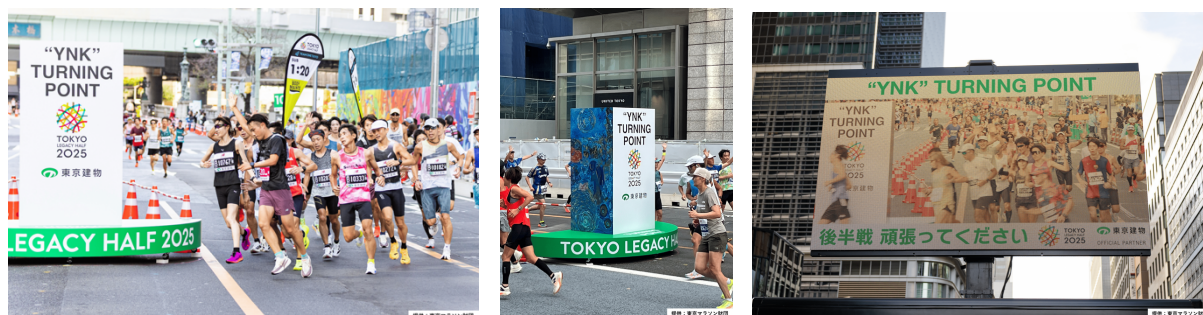
● About the Bib Message

The message on the Bibs, “Run in All Colors,” uses “Colors” to evoke both the individuality of every runner and the Artwork’s many forms of expression, conveying the hope for a society in which everyone can run as their authentic self. The phrase symbolizes both the Tokyo Legacy Half Marathon’s enduring ideal of a world in which everyone can enjoy sports and the spirit of encouragement and giving embodied by the Bibs.

● Previous Initiatives by Tokyo Tatemono, the Tokyo Marathon Foundation, and HERALBONY

Tokyo Tatemono has designated the Yaesu, Nihonbashi, and Kyobashi (YNK) districts in front of Tokyo Station, where its head office is located, as a priority area. In addition to participating in several large-scale redevelopment projects, including TOFROM YAESU, completed this year, the company is pursuing community development that creates vibrancy and improves circulation throughout the area. These efforts align with the Tokyo Marathon Foundation’s mission to help create a better society by improving living and urban environments with running as a starting point. Since the 2025 event, the turnaround point on the course in Nihonbashi has therefore been named the “‘YNK’ TURNING POINT” (pronounced “ink”), after the area. To embody “the realization of an inclusive society,” one of the Race’s concepts, the tower installed at the turnaround point is decorated with a design created in collaboration with HERALBONY. At the 2026 Race, the tower will feature Sousei Tokinaga’s “20210425,” the same Artwork used for the Bibs. This initiative is also being developed as part of an art project undertaken by the Tokyo Marathon Foundation.

The Race seeks to further promote participation in sports and sporting events by people with disabilities, and a para athletics clinic is planned inside MUFG STADIUM (Japan National Stadium) after the Race. The Tokyo Marathon Foundation is also advancing initiatives that bring sports and art together to help realize a society that supports well-being. By enabling many people to experience the artwork during the Race, the Foundation hopes to contribute to the advancement of DE&I (diversity, equity, and inclusion).



“YNK” TURNING POINT (2025 Race)

● Race Overview

Race Name	Tokyo Legacy Half Marathon 2026
Organizer	Tokyo Marathon Foundation
Co-organizers	Tokyo Metropolitan Government; Japan Association of Athletics Federations (JAAF); Tokyo Sports Association for the Disabled
Race Management	Tokyo Athletics Association
Operations Support	Japan Para Athletics
Supported by	Japan Industrial Track & Field Association
Date	Sunday, October 18, 2026 (rain or shine)
Venue	MUFG STADIUM (Japan National Stadium): 10-1 Kasumigaoka-machi, Shinjuku-ku, Tokyo

	JR Sobu Line: 5-minute walk from Sendagaya Station or Shinanomachi Station Toei Oedo Line: 1-minute walk from Kokuritsu-kyogijo Station (Exit A2)
Official Website	https://legacyhalf.tokyo/

● About the Tokyo Marathon Foundation

The Tokyo Marathon Foundation seeks to create a better society by promoting people's health through running and enriching the environments in which people live and the cities they inhabit, with running as a starting point. Through the art projects developed as part of its activities, the Foundation also explores the potential of art and sports. By engaging diverse people, objects, and ideas and collaborating with specialists in fields such as art, creativity, and technology, it pursues co-creation with an eye to a new era.



● About Tokyo Tatemono

Founded in 1896, Tokyo Tatemono is Japan's oldest general real estate company and will celebrate its 130th anniversary this October. The company is a Major Partner of the Race, marking its third consecutive year of sponsorship since 2024. Under its long-term vision for 2030, "Becoming a Next-Generation Developer," Tokyo Tatemono seeks to become a "good company" for all stakeholders by achieving both "the resolution of social issues" and "corporate growth" at a higher level through its business activities.

● About HERALBONY

Guided by its mission, "Unleash Your 'Exceptionality,'" HERALBONY is a creative company that seeks to transform perceptions of disability and create new culture with welfare as its starting point. It manages the IP rights to more than 2,000 artworks created by artists with disabilities and has built a sustainable business model by paying fair royalties. In addition to operating its own HERALBONY brand, the company plans and produces corporate collaborations and creative projects, provides employee training programs, organizes the international HERALBONY Art Prize, and develops a wide range of art-centered businesses. In July 2024, it established HERALBONY EUROPE in Paris, France, as its first overseas subsidiary.