



movement

Celebrating the **courage** to be



PRESS RELEASE

For immediate release

"I'm hoping through Be Movement, Japan gets more connected with other nations and the rest of the world. In the past, the connections we have with other countries were business based, but I think at a cultural level, on a deeper level, Be Movement could be the bridge, because I've never seen a publication like this before."

Masa Kogure, Director of TABLE FOR TWO International

awarded Asian Social Entrepreneur of the Year 2013 by Schwab Foundation

The Japanese Chamber of Commerce and Industry (JCCI) becomes invaluable supporter of Be Movement's commemorative Japan issue, to be published in March 2014.

For the first time JCCI's Singapore Foundation is providing generous in-kind and financial support to a social enterprise in Singapore. Be Movement – publisher of Asia's pioneer socially conscious publication with a global perspective – will be producing a special issue celebrating the courage and spirit of Japan three years after the 2011 earthquake and tsunami.

Member organisations including Japan National Tourism Organisation (JNTO), Embassy of Japan and Japan Creative Centre (JCC), Japanese Association, Singapore (JAS) and The Council of Local Authorities for International Relations (CLAIR) have also provided tremendous support in the making of our Japan issue.

"Be Movement was brought about through a life-changing experience from the Japan Earthquake and with the support from JCCI, we are coming full cycle by putting the spotlight on a nation rising from its ashes," says Cassie Lim, Be Movement founder.

Be Movement is thrilled to be working with JCCI and its members to produce this special issue, and showcase a country rebuilding with love, passion and unwavering commitment to humanity, transforming their society and all of us who bear witness to their profound strength and courage.

For further information, please contact:

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Key Supporter:



Be Movement is supported by Ministry of Social and Family Development (MSF) under The Youth Social Entrepreneurship Programme (YSEP) for Start-Ups and incubated by National University of Singapore (NUS) Entrepreneurship Centre.



"In this global world, we have to be responsible not just to our country but to the people of the world."

KIYOSHI KUROKAWA
Professor of National Graduate
Institute for Policy Studies



"Without overcoming that initial fear, you can't reach where you want to be."

MINAMI TSUBOUCHI
Executive Director, Member of the
Board of Beyond Tomorrow



"Two huge massive natural disasters really help changed the way Japanese see the (social work) profession."

TOSHI NAKAMURA
Co-founder & CEO of Kopernik

Nikon Singapore announced as official photography partner for Be Movement's commemorative Japan issue, to be published March 2014.

Be Movement - publisher of Asia's pioneer socially conscious publication with a global perspective - will be using Nikon DSLR D7100 as the camera of choice to capture, in pictures, the courage and spirit of Japan 3 years after the 2011 earthquake and tsunami.

Be Movement was brought about through a life-changing experience from the same earthquake and in 2014, we return to celebrate the courage of Japan.

Travelling through Japan, including the Tohoku Prefecture and islands with unconventional characteristics, the publication will showcase a unique country rebuilding with love, passion and unwavering commitment to humanity, and include a dedicated feature on the experience of using the Nikon DSLR D7100.

A series of photographic albums documenting the journey will also be published online over 5 weeks at Nikon's website (www.nikon.com.sg) and Facebook page (www.facebook.com/nikonsingapore) to accompany the launch.

About Nikon

Since 1917, Nikon has maintained an unwavering commitment to its corporate philosophy, "Trustworthiness and Creativity. As a globally renowned brand and a dedicated camera manufacturer for imaging products, Nikon is committed to carrying on its photographic leadership into the next generation. Sharing the joy of photography with people of all ages, whether you are a beginner, amateur, or professional photographer, Nikon combines both innovation and dedication in its continuous advancement of quality imaging products. Nikon aims to be "at the heart of the image," providing all with the means possible to capture priceless and beautiful memories through the steady line up of quality imaging products being developed year after year for the ever-growing photographic market.

For more information, please visit www.nikon.com.sg
Nikon Singapore Facebook Page www.facebook.com/nikonsingapore

About Nikon DSLR D7100

The Nikon D7100 brings you high-end D-SLR performance and advanced functions in a compact and lightweight body. It allows you to capture awe-inspiring photos with its large 24.1-megapixel DX-format CMOS and precise 51-point autofocus system, and is the perfect DSLR for creative individuals who want to explore greater photography performance.

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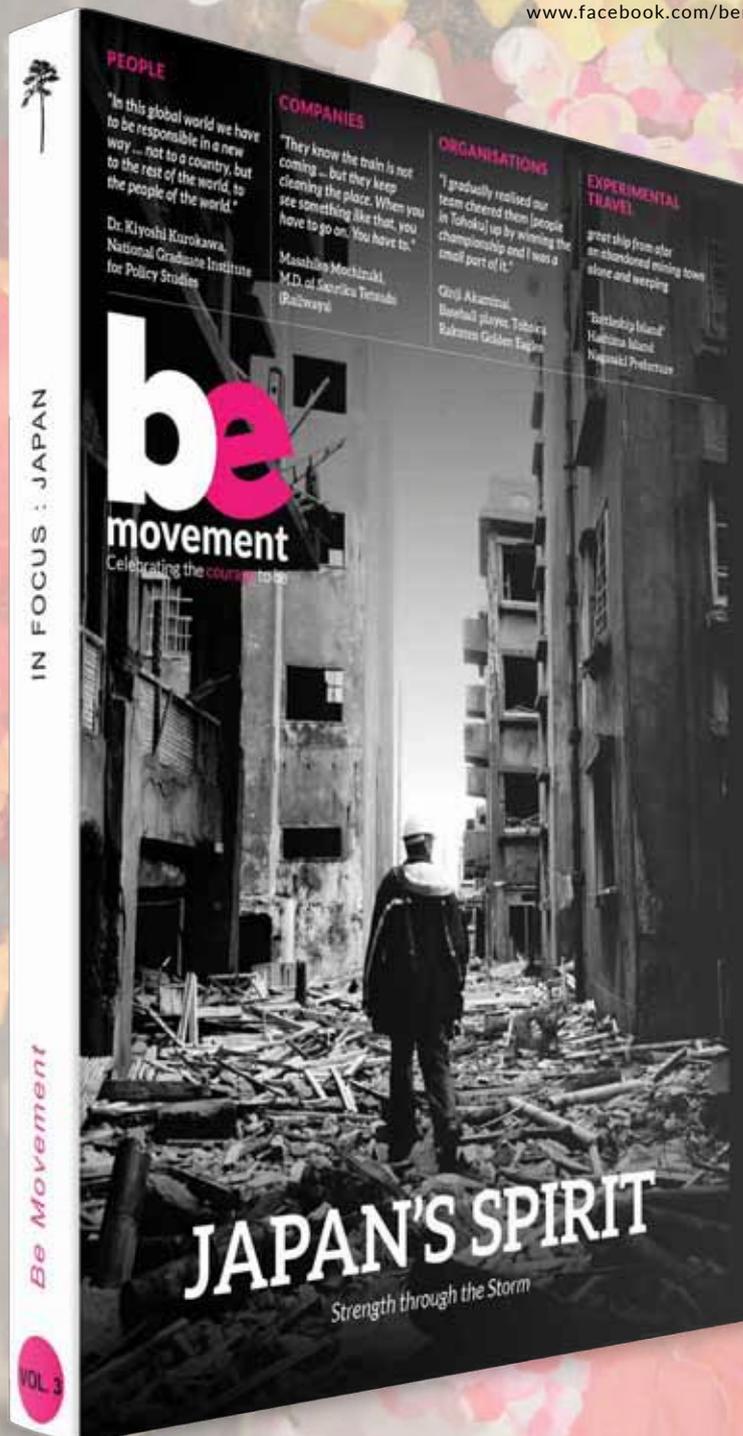
movement

JAPAN ISSUE

celebrating the courage to **be**

www.be-movement.com

www.facebook.com/bemovement



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After an intense period of production, Be Movement's Japan issue is the flowering of two years of commitment, sweat and tears.

Our most powerful issue yet, Be Movement comes full circle to its origin after the 3.11 Japan disasters to connect the unconnected.

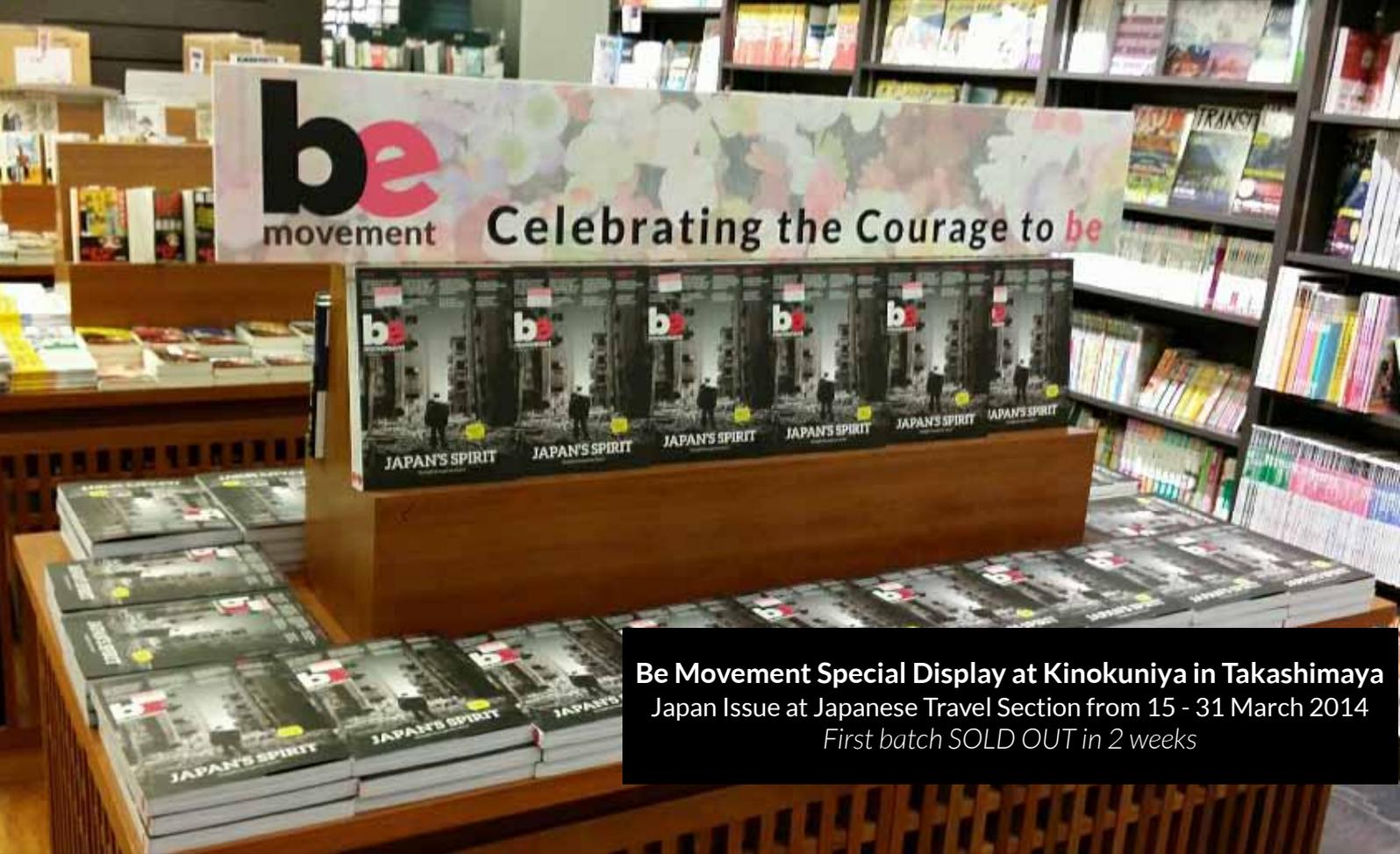
We travel through the Fukushima, Miyagi and Iwate Prefectures, areas that received the most damage from the tsunami, to bring you heart-rending stories of strength through the storm.

We seek out authentic people and organisations who have the courage to question, take action and be the nails that stick out.

Join us in our experimental travels as we dig deep into the undiscovered places in Japan, in a series of evocative photo essays featuring hidden revivals.

Be Movement Japan issue – a heart, mind and soul opening journey to be alive now.

10% of our profits from the sale of Be Movement's Japan issue will go towards the rebuilding of Onagawa town post the March 11, 2011 Japan Earthquake and Tsunami. Sold in all major bookstores in Singapore and Kinokuniya in Tokyo and KL.



Be Movement Special Display at Kinokuniya in Takashimaya
Japan Issue at Japanese Travel Section from 15 - 31 March 2014
First batch SOLD OUT in 2 weeks

Be Movement - organiser of Citibank's International Women's Day Social Bazaar 4-7 March 2014
Biggest social bazaar to date at Asia Square and Changi Business Park

