



---

## Shiba Park Hotel Launches Book Baton Project for Social Contribution

~Donations Begin June 17, Connecting Travel and Books in a Cycle of Learning~

---

Shiba Park Hotel (Operated by Shiba Park Hotel Co., Ltd.; Minato-ku, Tokyo; President: Noriyoshi Tanaka) will participate in the “Book Baton Project,” promoted by the certified Room to Read Japan, and will begin accepting book donations from June 17 (Wed.), 2026. Donated books will be displayed in the hotel as a “Book Tree,” and after the exhibition, the proceeds from their sale will be donated, contributing to educational support for children around the world.



Book Tree created through the Book Baton Project (2025)

In its 2020 rebranding, Shiba Park Hotel adopted the concept of a “Library Hotel.” During the Edo period, the area where the hotel now stands was home to a study hall affiliated with Zojoji Temple, a place where learning and lodging were closely connected. Building on this historical background, the hotel has created new value as a place where guests can “learn while staying.” Today, the hotel houses a collection of approximately 2,000 books, offering guests—especially international visitors—opportunities to deepen their understanding of Japanese culture and history.

In exploring how a hotel centered around books can contribute to society, Shiba Park Hotel encountered the work of the certified Room to Read Japan. The organization works to improve children’s literacy and learning environments in communities where access to education and economic resources is limited. The “Book Baton Project,” promoted by the organization, collects donated books, resells them, and uses the proceeds to support initiatives such as providing books to children and building schools. It is an effort to expand learning opportunities through books.

Guided by its concept of “A library hotel that connects people, the towns, and history,” Shiba Park Hotel resonates deeply with this philosophy and participates in the project as part of its social contribution through books. Each book donated by guests, employees, and members of the local community is intended to create a cycle that connects to learning opportunities for children around the world.

The “Book Tree” displayed in the hotel originated from a staff idea to create a Christmas tree using books. In the first year, staff members purchased books themselves to build the Book Tree. From the second year onward, in order to further connect the circulation of books to social contribution, the initiative was linked with the “Book Baton Project” by Room to Read Japan. It has since evolved into a Book Tree created from donated books. Through the Book Baton Project, a cumulative total of 8,000 books have been donated as of 2025.



Library Lounge (1st Floor)

A Book Tree welcoming visitors

Through these initiatives, new connections with guests have also been created. Asuka Shimooki, an Omotenashi Concierge in charge of the Book Baton Project, recalls one particularly memorable experience involving an international guest. A guest from overseas who had planned to stay during the Christmas season learned about the project in advance and sent books from their home country to the hotel. These donated books were displayed as part of the Book Tree, and when the guest later visited the hotel, they were able to see the books they had contributed. The guest was very pleased to see their books on display. In addition, there are cases where repeat international guests send books every year, allowing the initiative to develop into long-term relationships.

Shimooki adds, "Seeing the books I donated displayed as part of a Christmas tree and knowing that they will go on to support children's education, I believe this series of experiences brings great joy to those who make the donation."

Each book collected through this initiative is first displayed in the hotel and then contributes to learning opportunities for children around the world. In recent years, some international guests have chosen to leave behind books they read during their stay, while partner companies who share the same values have collected books within their organizations to donate. In this way, the circle of this initiative continues to expand steadily.

## **What is the Book Baton Project?**

The Book Baton Project is a system in which companies and employees donate used books, CDs, DVDs, and games from their homes. These items are purchased by Value Books Co., Ltd., and the proceeds are donated to the certified Room to Read Japan.



## **About Book Donations**

### **[Donation Period]**

June 17 (Wed.) – November 13 (Fri.)

\*For mailed donations, books must arrive by the deadline.

### **[Eligible Books]**

Books with an ISBN (13-digit code) are accepted. Donations are accepted from one book.

\*Books not eligible for donation: magazines, encyclopedias, convenience-store comics, and books published before 2010.

### **[How to Donate]**

Bring books directly to the hotel or send them by mail (shipping costs are the responsibility of the sender).

\*Drop-off Location: Collection box on the 1st floor of Shiba Park Hotel

\*Mailing Address: Shiba Park Hotel Book Baton Project

1-5-10 Shibakoen, Minato-ku, Tokyo 105-0011

## **Schedule from Book Collection to Donation**

June 17 (Wed.): Start of book collection

November 13 (Fri.): Deadline for book collection

Mid-November: Start of Book Tree display

December 26 (Sat.): Change of Book Tree decorations to New Year theme

Mid-January 2026: End of display

Afterward: Books will be sent to Value Books for purchase assessment

# Room to Read®

## About Room to Read Japan

Founded in 2000 on the belief that World Change Starts with Educated Children®, Room to Read develops children's foundational literacy skills, as well as life skills that promote gender equality. We nurture these essential skills in children by training and coaching educators, creating quality learning materials and spaces, strengthening education systems, and delivering programs directly and with partners – all while honoring the dignity of every child. Committed to accelerating learning outcomes for more children, more quickly, Room to Read has benefited children

across 29 countries, with more than 17 million children actively benefiting from our programming in 2025 alone. Room to Read envisions a world free from illiteracy and gender inequality, where all children have room to read, learn and grow. Visit us at [www.roomtoread.org](http://www.roomtoread.org).



## About Shiba Park Hotel

Founded in 1948, Shiba Park Hotel began as a hotel for foreign trade missions and has a rich history and tradition. The hotel features 198 guest rooms, a restaurant offering Chinese, Western, and Japanese cuisine on the first floor, and four banquet rooms on the second floor. From 2020 to 2023, the hotel underwent renovations of its guest rooms and public spaces. Cultural experiences such as tea ceremonies and kintsugi workshops are also offered.

**Media inquiries regarding this matter should be directed to:**

Shiba Park Hotel / Park Hotel Tokyo Brand Promotion Strategy

Division Contact: Kitao, Tsunoda

[pr@shibaparkhotel.com](mailto:pr@shibaparkhotel.com)

TEL: +81 (0)3 3433 4141 (main) FAX: +81 (0)3 5470 7515