

【添付資料】



Team GB Announces AoyamaTreehouse as Team GB House at the Tokyo 2020 Olympic Games

16 January 2020; London, UK: The British Olympic Association (BOA) and GlobalTreehouse Inc. today announced that AoyamaTreehouse, located in central Tokyo, will serve as Team GB House for the Tokyo 2020 Olympic Games.

A brand-new private venue in the bustling district of Aoyama, AoyamaTreehouse will play host to Team GB's athletes, commercial partners and guests as they enjoy the Games of XXXII Olympiad in style.

"Team GB House will be an intimate and truly beautiful base for the athletes and the wider delegation; a place where we can come together and celebrate the achievements of the nation's finest athletes," said BOA CEO, Andy Anson.

"AoyamaTreehouse is a wonderful venue and we could not have hoped for a better place to call home for Team GB – we believe the athletes will love it and it will be an exciting place to be during the Games."

"Our members and staff are honoured for AoyamaTreehouse to be selected as Team GB House during the Tokyo 2020 Olympic Games. AoyamaTreehouse is a place for innovation and creativity, and hosting Team GB perfectly matches our concepts," said Fred Katsuro Schmidt, Co-founder and President of GlobalTreehouse.

The venue's second floor will provide viewing facilities for invited guests to follow Team GB athletes in competition and includes private dining facilities alongside communal areas for athletes to spend time with their friends and family and to celebrate their achievements.

A short walk from the Tokyo National Stadium, which will play host to track and field competitions as well as the Opening and Closing ceremonies, AoyamaTreehouse is located in the heart of Tokyo, surrounded by the nature of the Akasaka Imperial grounds nearby.

AoyamaTreehouse is building a global community of leaders dedicated to Mindfitness and innovation. The Treehouse space, designed by Roman & Williams, creates a unique environment, using natural materials key to a healthy and mindful experience.

Team GB House will also feature a Team GB shop open to guests and housed in the adjoining House of Aston Martin Aoyama. The iconic British brand, through its Aoyama venue, has already hosted several events for visiting Team GB delegations on their journey to Tokyo 2020.

The Tokyo 2020 Olympic Games begins on Friday, 24 July and runs through until Sunday, 9 August 2020.

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For media enquiries please contact:

Scott Field, Director of Communications, BOA
M: +44 (0) 7966 019992
E: scott.field@teamgb.com

Hiroko Kamiya, PR, AoyamaTreehouse
M: +81 (0) 90 10368812
E: hkamiya@globaltreehouse.com

About the BOA:

The British Olympic Association (BOA) is the National Olympic Committee for Great Britain and Northern Ireland. Its mission is to develop, promote and protect the Olympic Movement in our territory in accordance with the Olympic Charter. The BOA achieves this through:

- Working in partnership with our members and key stakeholders to deliver world-leading services and support to enable British athletes to reach their full potential at the Olympic Games, Olympic Winter Games and other IOC-sanctioned events
- Working in partnership with our members and key stakeholders to provide athletes with relevant support on the journey to, during and following their Olympic careers
- Engaging people throughout the United Kingdom to pursue their very own goals and dreams through the Olympic Values and the example of Team GB Olympians
- Being the independent voice of Olympic Sport and collaborating with our members and other sport stakeholders, both domestically and internationally, to support the continued growth and overall health of the Olympic Movement in the UK

For further information, please visit the Team GB website: www.TeamGB.com

About GlobalTreehouse:

AoyamaTreehouse, operated by GlobalTreehouse Inc. is the first membership business to connect a community of Mindfit leaders to create a better world. Through TreeHouse's Mindfitness and Innovation approaches, we develop members to generate creative breakthroughs that lead to business growth.

For further information, please contact to Hiroko Kamiya (hkamiya@globaltreehouse.com) or visit the GlobalTreehouse website (www.globaltreehouse.com)