

Japan Open (via Web Japan)

Web Japan, the Japanese Ministry of Foreign Affairs (MOFA)'s sponsored website, introduces the Japan Open International Wheelchair Tennis Championships in Iizuka with coverage in seven languages. This is the first time that the website covers a wheelchair tennis competition in Japan.

Web Japan was created in 2004. The MOFA's outsourcing company is running movies, photos and articles to share latest trends, technology and tourist resources in Japan, including a kids' section.

Web Japan covers the Iizuka championship because:

- The competition quality, cultivated over the championship's 30+ year history, is well worth appreciating.
- Interestingly, an all-volunteer workforce manages the event as it has done throughout the tournament's history.
- Iizuka-city becomes an official host town for the 2020 Tokyo Paralympics.

In 2018, a film production company in Tokyo interviewed the championship players and volunteers from the May 14-19 event run by the Kyushu Wheelchair Tennis Association, a non-profit organization.

"Iizuka City and Wheelchair Tennis From Rehab to World Sport" is a four minute movie which describes the Iizuka championship and its attraction, focusing on player Ryoichi To, who has participated in the tournament 26 times.

The video reports on a specialized medical institution in Iizuka. The Spinal Injuries Center has used wheelchair tennis as a rehabilitation technique for their patients and sparked creation of the Iizuka Wheelchair Tennis Championships. The video also illustrates the championships' entirely volunteer run, unique management style with >2000 volunteers taking part each year.

The video is in the Japan Video Topics section. Diplomatic missions translated versions in Spanish, Arabic, Chinese, Portuguese, and Japanese to about 100 international TV stations. They will broadcast the video as a scene of Japan.

Yoko Yanase, of the Kyushu Wheelchair Tennis Association, says this is a great opportunity to show the appeals of the competition not only to athletes but also to public. Next year will be its 35th anniversary. She hopes that many people will come to see the games.

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