



March 2016

For visitors from abroad who want to enjoy cherry blossoms.

The “SAKURA Campaign”!

**- Transmitting the appeal of cherry blossoms
in Hakone for about a month every year -**

Odakyu Electric Railway is holding the “SAKURA Campaign” from March 25 (Fri.) to April 20 (Wed.), 2016.

■ Receive free chopsticks with cherry blossom designs!

Chopsticks with cherry blossom designs will be given out to the first 25,000 visitors from abroad who purchase tickets such as Hakone Free Passes and Limited Express Romancecar tickets during the campaign at the Odakyu Sightseeing Service Center at Shinjuku Station or Odawara Station.

■ Information on great spots for viewing cherry blossoms and blooming schedules.

Pamphlets that give information on recommended spots for viewing cherry blossoms in the Hakone area, which has many famous spots and offers roughly one month-long cherry blossom-viewing experiences each year, as well as information on blooming schedules, souvenirs themed on cherry blossoms, and more will be distributed for free.

*Information on famous spots for viewing cherry blossoms along the Odakyu Line as well as blooming schedules is also available at Odakyu Electric Railway’s global site (<http://www.odakyu.jp/english>).

■ Distributing coupon books with coupons that can be used at “Shinjuku Mylord”.

Coupons that can be used in twenty-two restaurants and cafes at our commercial facility “Shinjuku Mylord” in Shinjuku, which is the point of departure for sightseeing trips in Hakone, will be distributed during the campaign.



Chopsticks with cherry blossom designs (Image)



Pamphlets introducing information
on cherry blossoms in the Hakone area

Below is an outline of the “SAKURA Campaign”.

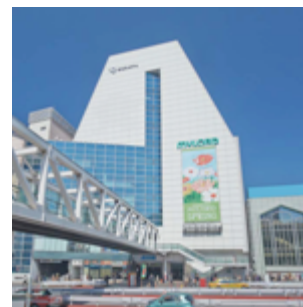
1. Campaign Name “SAKURA Campaign”
2. Period March 25 (Fri.) - April 20 (Wed.), 2016
3. Location Odakyu Sightseeing Service Center (Shinjuku/Odawara)
URL:<http://www.odakyu.jp/english/center/>
4. Eligibility Visitors from abroad who have purchased a ticket at one of the locations above
5. Description
 - (1) Free chopsticks with cherry blossom designs
*For the first 25,000 customers
 - (2) Pamphlets introducing information on cherry blossoms in the Hakone area distributed.
*Languages: English, Chinese (traditional and simplified), Korean
*Until the stock runs out
 - (3) Distributing coupon books with coupons that can be used in twenty-two restaurants and cafes at “Shinjuku Mylord”
*They are distributed only at the Odakyu Sightseeing Service Center in Shinjuku
*Languages: English and Chinese (simplified)
*Until the stock runs out



Odakyu Sightseeing Service Center



Shinjuku Odakyu
Sightseeing Service Center



Odawara Shinjuku Mylord