

SWYAA SPAIN



Buying Local Handicrafts Will Help Support Tsunami Victims in Japan

~ TREASURE BOX Project (Minamisanriku, Japan) ~



Two years have already passed since the tragic East Japan earthquake. The livelihoods of most of the people who lost their homes, jobs and families remain unsecured.

Minamisanriku is a resort town in Miyagi, Japan located near a coastline of wooded islands and mountainous inlets. Minamisanriku was totally destroyed by the Japanese 2011 tsunami. Most buildings were swept away by waves of 16 meters (52 ft) or higher and over half the town's population remain missing and are assumed dead.

Here are the facts: in the days immediately following the disaster, only the very tallest buildings remained standing and roughly half of the population was unaccounted for; In the first week, 9,700 inhabitants were confirmed alive and evacuated. In late June 2011, according to the Kahoku Shinpou newspaper, a total of 1,206 were recorded as dead or missing. There are now 2,195 temporary housing units in Minamisanriku.

What is the “TREASURE BOX Project” ??

This project helps to promote and sell the products made by women living in temporary housing in Minami-Sanriku (Miyagi prefecture, Japan) worldwide. The project supports people affected by the Great East Japan Earthquake as they not only come to terms with the devastation but also work to recover and rebuild mourn the loss of both family and friends.



Six months after the disaster, my father and I visited Minamisanriku as medical volunteers for victims who lived in temporary accommodation. Only then did we truly comprehend their plight.

They are trying to get by, trying to rebuild their lives and their town, but employment opportunities are negligible. This project has its origin in meetings between the families and volunteers about possible ways to overcome such adversity.



Yuichiro Takahashi

overleaf→



How Can I Contribute To This project?

You can buy Treasure Box(1) or goodies (2-10) separately!



1. Treasure Box
5,000 Yen (50€)



2. Lucky Charm
(for women)
2,200 Yen (22€)



3. Lucky Charm
(for men)
2,200 Yen (22€)



4. Key chain
500 Yen (5€)



5. Key chain
(ring version)
800 Yen (8€)



6. Key chain
(long version)
1,100 Yen (11€)



7. Scrubbing brush
1) octopus shaped
2) fish shaped
350 Yen (3.5€)



8. Sticker
100 Yen (1€)



To place your order please contact **SWYAA SPAIN**
almudena.ramosM@gmail.com