

E-Mail Newsletter from Mayor of Okayama City “Challenge of Legendary Okayama” (25)
July 28th Issue

【Coincidence ~Momotenashi~】

Hello, I'm Omori, Mayor of Okayama.

As one of the campaigns of Okayama city in order to raise the recognition and popularity, the theme was announced on the 23rd as “Momotenashi” which is a combination of “momo (peach)” and “omotenashi (hospitality)”.

We will create posters to promote Momotenashi with models who agreed to the theme and the original PR movie.

These are the regular flow of PR but there was a surprising thing for the announcement of “Momotenashi” .

The thing is that Okayama prefecture and Tottori prefecture announced a catchphrase of the joint antenna shop in Tokyo as “Momotenashi” on the 16th.

During July 17th to 19th, I'm in Buchon City, Korea, which is our sister city as a leader of Okayama friendship delegation. I heard this news just before the opening ceremony of Buchon International Fantastic Film Festival. (This festival features films about love, fantasy, and adventure all over the world.)

When I asked the staff concerning this matter, they said they will discuss from now on. I find this coincidence as a good chance to raise the popularity of Okayama city so I told them to keep “Momotenashi” and coordinate with both prefectures.

Fortunately, Governor of Okayama, Mr.Ibaragi and Governor of Tottori, Mr.Hirai, have agreed to my idea. I would like to promote Okayama city using fully this “Momotenashi” while cooperating with Okayama and Tottori prefectures.

When I first heard this coincidence, I was in Buchon city, Korea which was my first visit there. It was a very meaningful visit that I was able to experience Korea's culture and the people's warm hospitality.

Taking this opportunity, I realized that I would like to deepen our friendship further.

Again, I was made fun of their hard hospitality that I repeatedly drank up "bomb liquor" which is a mix of shochu and beer.

This "bomb liquor" was used to be a mix of whiskey and beer but nowadays I heard it is mainly a mix of shochu and beer. Compared to whiskey, shochu is lower in the alcohol percentage. But if you drink a lot, it doesn't matter if it is shochu or whiskey. It is still hard for me to make a progress on this matter. I spilt wine on my way back to Okayama. I need to reflect on my doing...