



Press Release

INTERLINK

INTERLINK Promotes Natural Protection of Fuchi no Mori Forest, Birthplace of Totoro, in Second Life Cooperates with Hayao Miyazaki, Chairman of Council for the Conservation of Fuchi no Mori

On June 1, INTERLINK (headquartered in Toyoshima-ku, Tokyo; Representative Director and President Tadashi Yokoyama), in collaboration with the Council for the Conservation of Fuchi no Mori (<http://www.fuchinomori.com/>) (Chairman: Hayao Miyazaki), opened the doors on a special building in the virtual community of Second Life (<http://secondlife.com/>) called the "Fuchi no Mori Green Trust", which will serve to aid protection of the Fuchi no Mori forest, birthplace of Hayao Miyazaki's film as My Neighbor Totoro. This store will be offering special items only available here, including a T-shirt avatar signed by Hayao Miyazaki^{*1}, and will be presenting an exclusive video of Hayao Miyazaki participating in Fuchi no Mori conservation activities.

URL for Fuchi no Mori Green Trust: <http://slurl.com/secondlife/Hachikoku%20yama/128/128/0>

About the Council for the Conservation of Fuchi no Mori (Chairman: Hayao Miyazaki)

Fuchi no Mori Forest is located on the prefectural border between Higashimurayama-shi in Tokyo and Tokorozawa-shi in Saitama Prefecture. In 1996, upon hearing of plans for housing developments in the forest, Hayao Miyazaki, world-famous director of such animated films as Spirited Away^{*2} and My Neighbor Totoro, banded together with other volunteers to create the Council to protect the forest from development. It's well known that Hayao Miyazaki came up with the idea for Totoro during strolls in the Fuchi no Mori forest.

INTERLINK created Hachikokuyama Island in Second Life as a place for making donations to NPO organizations like environmental protection organizations and human rights organizations.

INTERLINK aided the Council for the Conservation of Fuchi no Mori in the creation of the Fuchi no Mori Green Trust out of a deep sense of empathy with the Council's guiding principles. This will be the first shop of its kind in Hachikokuyama Island.

Fuchi no Mori Green Trust will be selling avatars, clothes, and various other virtual goods. All proceeds will be donated to the Council for the Conservation of Fuchi no Mori. The shop will also be selling a T-shirt avatar signed by Hayao Miyazaki, and will have available for viewing a video of Hayao Miyazaki participating in Fuchi no Mori conservation activities.

INTERLINK will incur all costs associated with setting up a shop on Hachikokuyama Island, including purchase and administration costs. Any NPO organization interested in setting up a shop on Hachikokuyama Island can do so at no cost. In the coming days, INTERLINK will continue socially beneficial activities by inviting a variety of volunteer and NPO organizations to Hachikokuyama Island.

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- You must have an account on Second Life to participate.
- All sales from the purchase of avatars, clothes, or other goods will be donated to the Council for the Conservation of Fuchi no Mori.
- A T-shirt avatar signed by Hayao Miyazaki will be available for purchase exclusively from Fuchi no Mori Green Trust.
- A video of Hayao Miyazaki participating in Fuchi no Mori conservation activities will be available for viewing exclusively at Fuchi no Mori Green Trust.

*1: Avatar: A character image that represents you; your online double.

*2: Spirited Away: Winner of the Golden Bear at the 2002 Berlin International Film Festival, and the Oscar for Animated Feature at the 2003 Academy Awards.
