

Obu 50th Anniversary City Guide 2020

# **FUN! OBU**

**Big Dreams for Obu's Future**

# FUN! OBU

Big Dreams for Obu's Future

Obu celebrates its 50th anniversary

FUN! OBU

Abundant nature. Industries and culture.

As Obu celebrates its 50th anniversary, the city makes further progress as a fantastic place to live.

FUN! OBU

At Obu, everyone feels the joy of getting involved in the community as they dream and work toward a better future.

Let's be proud of Obu.

Let's make Obu the city of people's dreams.

Let's get to love Obu more.

Healthy City Obu, is taking a new step toward its next 50 years.



Cherry blossoms are best viewed while strolling along the river.  
(Ishigase River trail)

PR ambassador

Actress Miss **Miki Yanagi**, the 50th Anniversary Exclusive Supporter.

Born on August 24, 1997 in Obu City. Represented by Oscar Promotions. Miss Yanagi works extensively in movies, TV dramas, and commercials, including Dobutsu Sentai Zyuohger and Kakegurui.



Scan to see the movies posted by the official Obu City site.



**Obu's competitive sports take leaps and bounds on a world/Japan scale, providing dreams and inspiration.**

There are altogether 14 gold medals won at the Olympics by athletes associated with Obu, including Mr. Hidehiko Yoshida in judo and Miss Saori Yoshida in wrestling. Corporate-sponsored sports are also active, and athletes give sports lessons, providing dreams to children.



**1** An alumnus of Shigakkan University Women's Wrestling Club: Miss Risako Kawai (Japan Beverage)/Shone to victory in the Asia Wrestling Championships Women's 57kg class in February 2020.

**2** Oishi Dojo: The dojo has turned out Olympic judo gold medallists such as Mr. Hidehiko Yoshida and Miss Ayumi Tanimoto. Children up to junior high school-age practice daily, following the examples of their great seniors.

**3** Shigakkan University Women's Wrestling Club: The club has turned out many Olympic medallists and enjoys worldwide renown. Four wrestlers associated with the university are unofficially set to compete at the Tokyo Olympics.

**4** An alumnus of Shigakkan University Women's Wrestling Club: Miss Saori Yoshida/She has achieved many brilliant feats, including 16 consecutive wins in world championships, and three Olympics. She received the Obu City Citizens Honor Award in 2019.

[Check out more photos here!](#)





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**5** Tokai Kogyo Badminton Club: The men's division is part of Japan's top league S/J and came in sixth place in 2019. The women's club is part of S/J League II. Obu's children adore them as badminton is popular in the city.

**6** Aisan Industry Athletics Club: The club is proud to have competed in all the New Year's Day Ekiden Race for 19 years consecutively. It made rapid strides in 2020, making its first win in sixth place.

**7** Aisan Kogyo Racing Team: The bicycle road race team competes on the world stage. It registered with the JBCF pro tours in 2020 and is competing in Japan and abroad.

**8** APEX Holly Knights: The team's name comes from Hiiragiyaama, Obu City (Hiiragi is Japanese for holly), the team's birthplace, and the company's location. It is a member of the Japan Society Basketball Federation Regional League.

**9** Obu High School Baseball Club: The formidable school has turned out professional baseball players, including Messrs., Hiromi Makihara (ex-Giants), Norihiro Akahoshi (ex-Hanshin), and Yuki Koyama (ex-Giants). It has played in four spring and three summer Koshien games.



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**1** Kyoho grapes: Obu is synonymous with Kyoho grapes. The city is famous for producing grapes and grow many varieties, including Kyoho. Many farmers' shops open in the city from late July to mid-September.

**2** Shine Muscat: The cultivar popular among consumers can be eaten with the skin on and is very sweet. Superior in eating quality, it has the distinctive aroma of muscat.

**3** Niitaka: AKA Jumbo Asian Pear. It is three to four times larger than ordinary pears and has a juicy flesh and clean sweetness. It is harvested between mid-September and early October.

**4** Ki no Yamaimo (yam): It is prized for its glueyness and earthy flavor. It is picked from November to December and is attracting attention as a health food for being low in calories and high in nutrients.

**5** JA Aguri Town Genki no Sato: The commercial complex centers around a farmers' market selling a wide range of locally-sourced fresh produce. Besides selling bread, ready-made side dishes, and desserts, it has a restaurant and a natural hot spring spa and serves as community's hub for exchange, visited by over 2.3 million people a year from the city and externally.

**6** Genki no Sato Hanamaru City: The shop is packed with customers looking to buy freshly-picked fruits and vegetables.

**7** Genki no Sato Sukesukugaoka: With a café serving original sweet creations made with seasonal fruits and a food court, the establishment offers families a place to relax and have fun. It is also popular for its toddler-friendly water park and open space laid with artificial turf.



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[Check out more photos here!](#)



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## Obu's farm produce grows thanks to the area's temperate climate and abundant water from the Aichi Waterworks.

Rice, fruit, vegetable, and cattle farms, including grape orchards that boast the highest agricultural output in the prefecture, operate in the suburbs. They benefit from the steady supply of farming water from the Aichi Waterworks and locations that border on Nagoya, a major consumer area.

Agriculture

Commerce and Industry

Obu's commerce and industry exhibit energy and life with a focus on manufacturing.

Obu has a concentration of manufacturers that revolve around the automobile industry. The vitalization of local businesses is creating employment and boosting the region's economy. The constant efforts companies are making in creating new technologies and services are bringing prosperity to the city.



**1** Toyota Industries Corporation Nagakusa Plant: The plant runs the assembly line for the compact SUV, RAV 4. It produces all the RAV 4s driven around the world.

**2 3** KUROTO Obu: The establishment opened in April 2018. It has a café themed on health and tourism and a local specialty shop. It specializes in parfaits made with oodles of seasonal fruits.

**4** Hatakezoku: The farm café serves dishes made with vegetables grown as nature intended by young farmers. Utilizing Kenko Toshi Obu Doburoku's special zone status, the café produces and sells distinctive doburokus (unrefined sake).

**5** Sandaime Shimomuragyu: A local cattle farm started the yakiniku restaurant based on Obu City's strategy for promoting agricultural diversification. It serves Shimomura Beef, a grade A5 Kuroge Wagyu bred and raised at the farm.

**6** Sugi Holdings Co., Ltd.: With the head offices in Yokone, the company has drug stores in Chubu, Kanto, and Kansai. It actively engages in activities that benefit the region and has collaborated with the city in many projects.

[Check out more photos here!](#)





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1 Aichi Kenko-no-Mori Park: Besides tennis courts and ballpark, the expansive park has the Kenko Road, where you can measure your physical fitness, and large playground equipment.

2 Okura Park: The park hosts the Tsutsuji Festival during the azalea season. The park's symbolic thatched-roof gate that gives a glimpse into the good old days was thatched by craftsmen from Tono, a friendship city in Iwate Prefecture.

3 Obu Midori Park: The park is 9.8 hectares in size. The vast land is full of playground equipment that children love. It has a BBQ area that bustles with many city residents on the weekends.

4 Kuranagase River Path Stepping-Stones: The stepping-stones connect the trails along the left and right banks of the river. Children cannot help but skip on them.



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5 6 Yatsuya Oike Park: The park offers a wide variety of playground equipment for keeping children engaged, including a rope climbing frame and jungle gym. Artificial turf is laid under a large shelter where families with small children can take a break in the shade.

[Check out more photos here!](#)



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## Children can't help but break into a run in the verdant parks of Obu.

It is up to the individual how they enjoy the parks and pedestrian paths. Children can dash around grassy fields, seniors can take a walk while appreciating the seasonal blooms, and young people can jog surrounded by greenery. The choices are infinite. Obu has many places that symbolize the liveable city for its citizens to enjoy.

Parks & Pedestrian Paths



**Obu's measures for dementia aim to create a city where people can enjoy safe living even if they become afflicted with the illness.**

**A city free of dementia concerns**

In December 2017, Obu enacted Japan's first-ever local bylaw to promote the development of communities that live without fear of dementia. The city is sparing no effort to become a place where everyone can live worry-free by relieving dementia concerns through various anti-dementia measures.

**1** Kenko Chouju Juku: The center offers stretching and muscle training classes, including Cognicize, developed by the National Center for Geriatrics and Gerontology, to prevent dementia through the simultaneous use of body and brain.

**2** Alzheimer's Awareness Light-up  
On September 21st to commemorate Alzheimer's day and promote a city supportive of people with the disease, Obu City Hall will light up orange.

**3** The National Center for Geriatrics and Gerontology: The world-class research institute for geriatric medicine is working with the city in the prevention of dementia.

**4** MRI equipment: The National Center for Geriatrics and Gerontology installed the equipment with a subsidy from the city in 2017.

**5** Dementia Care Research and Training Obu Center: The Obu Center is one of Japan's three research and training centers dedicated to dementia care.

**6** Dementia Supporters Training Course: The course covers basic knowledge about dementia and how to communicate with dementia sufferers. The city actively promotes the course and has taken on the challenge of training 20,000 dementia supporters.

**7** OBU Orange Ring monument: The monument was installed in December 2018 at Obu Station West Gate. The letter O in OBU represents the Orange Ring, the symbol for dementia supporters.

[Check out more photos here!](#)





**Tradition inherited with passion**  
**Elegant dance is offered for peace**  
**and bountiful harvest**

The festival is held on the second Sunday of October each year at Yokone Fujii Shrine in Sosaku, Yokone-machi, Obu. Children dance elegantly, a Sanbaso dance for peace and bountiful crops is performed, and antique floats carefully preserved by various groups are offered at the shrine. They are all from the Edo Period, and the Sanbaso dance is Obu's intangible cultural heritage. The floats are the city's tangible cultural heritage. The floats are about six meters high, three meters wide, and four meters deep, and they are decorated with intricate carvings and gold leaf.

**Dance in gratitude to bumper crops**

Sanbaso dance is the festival's highlight. On the stage set up in front of the floats, three children, one from each team, perform the Shikisanbaso. One of them elegantly presents the Sanbaso. The adults of each group pass down the movement and bearing to the children.



# Sanbaso

Yokone Fujii Shrine Festival

Oct. *October*



**Sanbaso of Yokone Fujii Shrine Festival**

The elegant performance of children's Sanbaso and splendid floats are alluring. The festival is held to pray for world peace and bountiful harvest.



**Industry and Culture Festival**

The festival is held in the area around Medias Gymnasium. Events related to trade, industry, agriculture, and culture attract many visitors.



Feb. *February*



**Plum bonsai show**

About 70 expertly cultivated plum bonsai trees are exhibited at a venue in Okura Park. There is one that is 300 years old.



**Nagakusa Tenjin Shrine Doburoku Festival**

The unique festival of Nagakusa Tenjin Shrine goes back over 500 years. Visitors to the shrine are treated to Doburoku, unrefined sake.



March *March*



**Cherry Blossom Festival**

About 200 Someiyoshino trees add vibrancy to the area around Momoyama Park. The lights at night are also popular.

**Culture Obu's Festivals**

**Obu's festivals and events remain etched in people's minds as cherished memories.**

Obu hosts festivals and events throughout the year that remain etched in the mind of each city resident as cherished memories.

From traditional festivals that have been passed down through generations to events for families and friends to enjoy, they liven up people's faces.

The colors of nature give peace of mind to people, and the bustle of festivals tells us of the start or end of seasons.



**Obu Higashiura Fireworks**

The event is held at Aichi Kenko-no-Mori Park. About 2,000 fireworks, including skyrockets and arm-held add dazzle to the summer sky.

August *August*



**Obu Summer Festival**

The festival is held in front of JR Obu Station. It opens with the Bon Odori dance parade, and people dance the summer night away.

July *July*



**Kyochō Summer Festival**

The festival is held around JR Kyowa Station. It involves a festival music parade and Bon Odori dance.

April *April*



**Okura Park Azalea Festival**

The festival hosts many events such as a sketch competition and bazaar in Okura Park, a renowned spot for azalea.



**Hangetsu Nanasha Shrine Omanto Festival**

The ritual held to pray for bumper crops and family safety at Nanasha Shrine involves horses. Young local men jump onto horses and gallop gallantly.

Obu is liveable as it makes raising children straightforward. It has an environment that lets moms and dads raise kids with a sense of security.

The city's elementary and junior high schools have introduced ICT education ahead of other municipalities, and school-cooked lunch fills the tummies of growing children. These are the reasons why Obu's children thrive.

## ICT Education

The city promotes ICT education as it takes advantage of the teachers' know-how and introducing electronic blackboards and tablets to all elementary and junior high schools to enable children to learn how to use ICT correctly and effectively. ICT support staff are also sent to give detailed lessons.

The humanoid robot, Pepper, was introduced to four junior high schools in the first year of Reiwa, and each school is engaged in new and creative efforts.



## Kids Station

The Kids Station has many networking groups for parents with similar-age children, including the New-Born Baby Parents Club, Pre-Mommy Club, and Multiple Birth Club. Parents can talk about their child-raising concerns and anxieties with others who are experiencing similar issues. They can also seek advice from the station's on-site nursery staff. The station also has a support system in place, including the Family Support Center, for families facing issues raising children.



## Lunch prepared in schools

Every elementary, junior high, and nursery school has a kitchen where lunch is prepared on-site. Children can enjoy delicious and hygienically cooked lunch, whether it is a hot or cold dish, as everything is served immediately after cooking.

The city also promotes food and nutrition education. The schools offer distinctive menus prepared with local ingredients and ones that follow observances. They also have cooks trained in dealing with food allergies who provide individualized care.



## A fitness boosting project

The project encourages pre-school children to increase their fitness through exercise and play to build their bodies so they can lead healthy lives.

Children get excited by the simple activities and games, including running, jumping, and ball-throwing. The sessions are held at the Children's Center (Senior Welfare) and nursery schools. They are to be introduced at some elementary schools from 2020.



## Pediatric medicine

Just as the city implemented free healthcare for children up to junior high school age from 2007, ahead of the rest of Japan, Obu provides full support to parents in raising children. It offers various assistance, including prenatal health checks, postnatal and baby health checks for mothers and babies, shouldering part of the expenses for new-born hearing tests, and so on.

The city also has the prefecture's only health clinic for children, the Aichi Children's Health and Medical Center.



## Nursery schools

As of April 2020, the city had 12 public and 18 private nursery schools. Since the city foresaw an increase in pre-school childcare needs, as more women joined the workforce, it worked on attracting private businesses by developing a unique subsidy system besides increasing public nurseries' enrolment capacity. The schools are actively engaged in interacting with local residents, and entire communities are supporting childcare.



## Guiding Principles

Develop a sustainable city through new ideas



Become a Healthy City



Achieving a Healthy City

## The city's future

Obu, a sustainable city of well-being you want to inhabit forever.

### Live in the city forever

In expanding social connections and the network of support as well as enhancing the city's function and appeal, the city is becoming a place where residents feel its charms and warmth and wish to live here forever.

### Obu, a sustainable city of well-being

The city's sustainability perspective is based on a future-minded concept where it continues to make progress through repeated improvements and reforms. It is endeavoring to become a sustainable and highly spirited place where the people who live, work, gather, and study in the city can thrive and enjoy healthy lives.

centered on five areas

### Future Wellness

A city where children shine



A city full of energy and activity



### People's Health

A city where people can live with a sound body and mind



A city where communities offer support



### Healthy Living

A city where people support each other and learn together



An eco-friendly and sustainable city



### City's Wellness

A city where people can live safely and securely



A city with pleasant and convenient urban infrastructure



### Healthy City Management

Sustainable local administration that supports community renovation



## On that day, that time, that place. The fifty years with the city's citizens.

Obu City celebrated its 50th anniversary on September 1, 2020. We can thrive now because of the many riches that our predecessors have created. Let us look back on our fifty years.

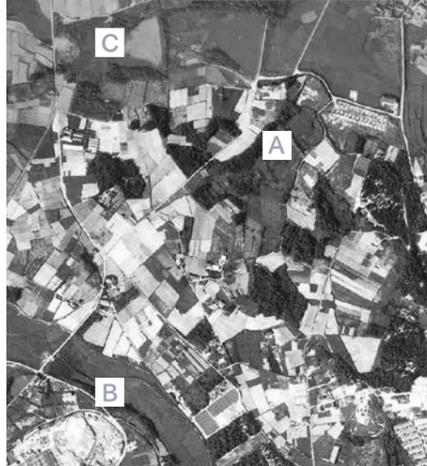
The city chamber



Photographed in 2019



Photographed in 1968



▲Obu Culture Exchange Allobu B Toyota Industries Nagakusa Plant C Obu City Nishi Junior High

AD	Era	Anniversary	Month	Event in Obu
1970	Showa 45		Sep.	<b>Municipal organization</b> Takeo Oshima is appointed the first mayor. Round leaf holly is chosen as the city's symbolic tree.
				 ▲Parade celebrating the municipal organization
				 ▲City Hall opening ceremony
			Nov.	The first Industry and Culture Festival is held
1971	Showa 46	1st	Sep.	The citizen's charter is established
1974	Showa 49	4th	Apr.	The 1st Obu City Comprehensive Plan is initiated
1975	Showa 50	5th	Sep.	Gardenia is chosen as the city's flower
1976	Showa 51	6th	Mar.	Okura Park opens to the public
			Apr.	Ishigase Elementary School opens
			Nov.	The making of the Obu Bayashi and song is announced
1977	Showa 52	7th	Apr.	The first Okura Park Azalea Festival is held
				 ▲The 1st Okura Park Azalea Festival (Children's drawing event)
1978	Showa 53	8th	Sep.	The new Obu Station building is completed. The plaza in front of the new Obu Station opens.
				 ▲Obu Station/plaza inaugural ceremony

AD	Era	Anniversary	Month	Event in Obu
1979	Showa 54	9th	Apr.	Kyowa Nishi Elementary School opens The Yokone Ground opens
				 ▲Okura Hall (central library and history and folklore museum) is completed
1980	Showa 55	10th	Apr.	Mr. Misao Takaha is appointed mayor
			July	The Chuo Library opens
			Nov.	The History and Folklore Museum opens
1982	Showa 57	12th	Apr.	Obu Kita Junior High opens
1983	Showa 58	13th	Apr.	The second Obu City comprehensive plan is initiated Obu Higashi High opens
				 ▲The 1st Obu City Keep fit Marathon
1984	Showa 59	14th	Sep.	The Public Health Center is relocated
1985	Showa 60	15th	Sep.	The City Gymnasium opens
1986	Showa 61	16th	Nov.	The 1st Obu City Keep Fit Marathon opens
1987	Showa 62	17th	Mar.	Healthy City is declared
				 ▲The Healthy City declaration
1989	The first year of Heisei	19th	Apr.	Higashiyama Elementary School opens Ishigase Hall opens
				 ▲Kinro Bunka Hall opens
1991	Heisei 3	21st	Mar.	Obu Midori Park opens Kinro Bunka Hall opens The Momoyama Park windmill monument is completed
				 ▲Obu Midori Park's opening
			Apr.	The 3rd Obu City Comprehensive Plan is initiated.
1992	Heisei 4	22nd	Feb	The 1st Obu Shichifukujin Festival (Obu Shichifukujin Meguri) is held. The 1st Obu Bon Plum Show is held.
			Mar.	The Fire Station building opens
			Apr.	Mr. Tsutomu Fukushima is appointed mayor.
			July	Mr. Hidehiko Yoshida wins gold at the Barcelona Olympics.
				<b>The Barcelona Olympics</b>
			Oct.	The International Exchange Association is established.
			Nov.	Sister City alliance is formed with Saint Kilda, Australia.
			Oct.	The 49th National Sports Festival badminton games are held.
			Jan.	<b>The Great Hanshin-Awaji Earthquake.</b>
			July	The National Center for Geriatrics and Gerontology opens.
			Apr.	Obu Minami Junior High School opens.
				 ▲The sister city alliance signing ceremony with Saint Kilda.
				 ▲The 49th National Sports Festival badminton.

AD	Era	Anniversary	Month	Event in Obu
1997	Heisei 9	27th	Oct.	Aichi Kenko-no-Mori Park opens Aichi Kenko Plaza opens
1999	Heisei 11	29th	Apr.	The 4th Obu city Comprehensive Plan is initiated
			Dec.	The city's official website goes live
2000	Heisei 12	30th	Sep.	◀ <b>The Tokai region floods occur.</b>
				The new City Hall building opens for business
			Nov.	The loop buses begin service
2001	Heisei 13	31st	Apr.	The city hall office hours are extended
2003	Heisei 15	33rd	Apr.	The Children's Station opens
2004	Heisei 16	34th	Apr.	Futatsuike Seletona opens Mr. Takayasu Hisano is appointed mayor
			Aug.	Mses. Saori Yoshida and Kaori Icho win gold and Miss Chiharu Icho wins silver at the Athens Olympics
				◀ <b>The Athens Olympics</b>
2005	Heisei 17	35th	Feb.	◀ <b>Chubu International Airport opens</b>
			Mar.	◀ <b>Expo 2005 Aichi, Japan, is held</b>
2006	Heisei 18	36th	Mar.	Fitness Mascot Obu-chan is born
			July	The city joins the WHO's Alliance for Healthy Cities
			Aug.	Concludes a mutual disaster support agreement with Nagahama, Shiga Prefecture.
2007	Heisei 19	37th	Oct.	Free healthcare for children up to junior high school is launched
2008	Heisei 20	38th	Feb.	Concludes a mutual disaster support agreement with Iwate Prefecture
			Aug.	Mses. Saori Yoshida and Kaori Icho win gold for the second time, and Miss Chiharu Icho wins silver at the Beijing Olympics.
				◀ <b>Beijing Olympics</b>
2009	Heisei 21	39th.	Apr.	Citizens Action Center Korapia opens
			Aug.	WHO Alliance for Health Cities Japan hosts the 5th general conference/event
2010	Heisei 22	40th	Apr.	The 5th Obu City Comprehensive Plan is initiated
			Oct.	Concludes a friendship city alliance with Tono City, Iwate Prefecture
2011	Heisei 23	41st	Mar.	◀ <b>The Great East Japan Earthquake</b>
			Nov.	Wellness Valley Promotion Council is established
2012	Heisei 24	42nd	Apr.	Daito Elementary School opens
			Aug.	Mses. Saori Yoshida and Kaori Icho win gold for the third time, and Miss Hitomi Obara wins silver at the London Olympics
				◀ <b>The London Olympics</b>
2013	Heisei 25	43rd	Nov.	The 20th anniversary of the sister city alliance with Port Phillip, Australia
2014	Heisei 26	44th	Feb.	Concludes a mutual disaster support agreement with Oyabe City, Toyama Prefecture



▲The deluge in Tokai region



▲The new City Hall building is completed



▲The loop bus service begins



▲Futatsuike Seletona opens



▲Expo Aichi Obu City Day opens



▲Citizens Action Center Korapia

AD	Era	Anniversary	Month	Event in Obu
			July	Obu Cultural Exchange Allobu opens
				◀ <b>Obu Cultural Exchange Allobu opens</b>
2015	Heisei 27	45th	Apr.	The University of Human Environments Obu Campus opens
			Aug.	Okura Park's Recess Wing and thatched-roof gate are registered as the nation's tangible cultural heritages
2016	Heisei 28	46th	Apr.	Mr. Hideo Okamura is appointed mayor
			Aug.	Miss Kaori Icho wins gold for the fourth time, Mses. Eri Tosaka, Risako Kawai, and Sara Dosho win silver, and Miss Saori Yoshida wins silver at the Rio de Janeiro Olympics.
				◀ <b>The Rio de Janeiro Olympics</b>
			Sep.	Peace City is declared
2017	Heisei 29	47th	Aug.	Obu-chan becomes the city's official mascot
			Sep.	Mr. Hidehiko Yoshida is appointed Obu City's PR ambassador
			Oct.	Miss Saori Yoshida is appointed Obu City's PR ambassador
			Dec.	The nation's first ordinance promoting a city without fear of dementia is enacted in Obu City
2018	Heisei 30	48th	Apr.	Obu City Kenko Nigiwai Station KUROTO Obu opens
			Jun.	Obu shines in 6th place in the nation's liveable ratings
			Sep.	Development Support Center Minori opens
			Nov.	Concludes intercity exchange agreement with Niihama City, Ehime Prefecture Obu-chan enters sixth place in the Yuruchara Grand Prix 2018
			Dec.	OBU Orange Ring monument is installed
2019	Heisei 31	49th	Feb.	Miss Kyoko Takezawa is appointed Obu City's PR ambassador
			Apr.	East Chita Clean Center begins service at its waste treatment facility Ecori
			May.	The city awards the Medal of Honor to Miss Saori Yoshida
			Nov.	The city's official theme tunes are completed Miss Saki Mizuno is appointed Obu's PR ambassador
			Apr.	◀ <b>COVID-19 pandemic</b>
				The 6th Obu City Comprehensive Plan is initiated
2020	Reiwa 2	50th	July	◀ <b>The Tokyo Olympics are postponed</b>
			Sep.	<b>The 50th anniversary of municipal organization</b> (celebrations are postponed) The Fire Station Kyocho Satellite Disaster Prevention Learning Center opens The cherry tree and azalea flower are added as the city's symbolic wood and bloom
				◀ <b>The Fire Station Kyocho Satellite Disaster Prevention Learning Center opens</b>



▲Obu Cultural Exchange Allobu opens



▲Obu Cultural Exchange Allobu opens



▲The Rio de Janeiro Olympics parade



▲Development Support Center Minori opens



▲Yuruchara Grand Prix 2018



▲The concert celebrating the completion of the city's official theme tunes



▲The Fire Station Kyocho Satellite Disaster Prevention Learning Center opens

### The city's symbolic trees



**Cherry tree**  
Designated in September 2020

**Round leaf holly**

### The city's symbolic flowers



**Azalea**  
Designated in September 2020

**Gardenia**

### City Emblem



### Obu City

Gross area: 33.66km<sup>2</sup>  
Population: 92,988 (As of late June 2020)  
Number of households: 39,773 (As of late June 2020)

## Obu City Citizens Charter

We, the citizens of Obu, establish this Citizens Charter with a wish that the city will make limitless progress.

- One Let us cherish nature and create a beautiful hometown.
- Two Let us enrich our knowledge and nurture a rich spirit.
- Three Let us build healthy and happy homes.
- Four Let us be proud of our jobs and become outstanding citizens.
- Five Let us follow the rules and create a bright and peaceful city.

Obu is a crucial junction of traffic that connects Nagoya with Chita and Mikawa. It is a liveable place that is attractive for its convenience, enhanced by its proximity to JR Tokaido Nagoya Station (15 min.) and a network of expressways, and a rich natural environment. Obu Village came into being as seven villages merged in 1906, establishing the city's present area. The grant of town status was implemented in 1915. On September 1, 1970, the town became the 24th city of Aichi. For half a century, the city has worked with its citizens, organizations, and businesses in making Obu a Healthy City. It will continue to grow as a mature city.

### Exchange Cities



Niihama City, Ehime Prefecture  
Nagahama City, Shiga Prefecture  
Shinshiro City, Aichi Prefecture (Tsukude District)

### Friendship City



Otaki Village, Nagano Prefecture  
Oyabe City, Toyama Prefecture

### Sister City



Port Phillip, Australia

### Obu's official mascot

The mascot is shaped like the city of Obu. The vibrant yellow color symbolizes its vitality. The city's flower, gardenia, is its charming feature. She rolls up her sleeves to help make everyone healthy.



**Obu-chan**

### Obu City's official theme tunes

**Song title: HABATAKI**  
**Song title: FUNIOBU**



Sample the theme tunes here.

The CD contains two pieces; Habataki, which represents Obu, a welcoming city rich in nature, and Fun! Obu, an uplifting tune that expresses the aspirations for the next 50 years. They were composed by the PR ambassador, Miss Saki Mizuno.



An Obu Higashi High School student produced the CD jacket



In front of the Rest Stop in Okura Park. It became Obu's first national tangible cultural property in 2015.

## A Message from the Mayor

**We are doing all we can to make Obu a sustainable Healthy City that people will want to live all their lives.**

**Mayor Hideto Okamura**

Obu, which became the Prefecture's 24th city on September 1, 1970, has been steadily progressing in becoming a Healthy City, a guiding principle, since its municipal organization. The city's population exceeded 92,000, surpassing the original 49,000 short, in the commemorative year of its 50th anniversary. I am sincerely thankful that it is all due to our predecessors' ceaseless efforts and everyone's generosity.

The second year of Reiwa is the year Obu City has embarked on the 6th Comprehensive Plan, our road map for developing the new generation. Our future vision is set on Obu to become a sustainable and healthy city, where people will want to continue to inhabit. We will advance with creating a sustainable city where our citizens feel the city's charms and warmth and thrive and enjoy healthy lives. As the whole world faces unprecedented crises due to the Covid-19 pandemic, our citizens' lives have been completely transformed. Obu City has had no choice but to postpone or cancel some events, including the city's 50th-anniversary project. We must advance toward a brighter future without giving up, no matter the circumstances. Even the darkest night will end. Let us venture into the next 50 years.

September 2020

## Obu 50th Anniversary City Guide 2020

**FUN! OBU**  
Big Dreams for Obu's Future

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