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OASABUS COMPANY

FOR IMMEDIATE RELEASE

Unlocking Japan's Swordsmithing Legacy: Oasabus Spearheads Unique Tourist Experience

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In a pioneering move, Oasabus Company, though not a behemoth in the industry, has been chosen by the Japan Tourism Agency for a support initiative aimed at luring inbound travelers to Japan's serene rural landscapes.

Nestled within this quaint landscape lies the jewel of Kitahiroshima - the celebrated swordsmith, Sadanao Mikami. Renowned for his artistry, Mikami embodies the essence of Japanese swordsmithing, an ancient craft that has become synonymous with the country's rich cultural heritage.

In a harmonious partnership, Oasabus and Kitahiroshima-cho Tourism Agency have joined forces to craft a distinctive program. This program offers guests an extraordinary opportunity to engage with Mikami, a distinguished Modern Sword Art Exhibition Mukansa swordsmith. The experience promises a rare glimpse into the meticulous craftsmanship behind these revered blades.

To ensure a seamless experience, the team is conducting two experimental monitor events, each featuring an English-speaking tour guide/interpreter. The first event, "Think of Nihonto! Talk & Performance Event," is slated for November 25th. Following this, the "Japanese Sword Culture Hands-on-experience Swordsmithing Tour" will run from December 8th to 10th. Both events are designed as experimental studies to fine-tune the offering.

As an invitation to enthusiasts, the first event is priced at a nominal 3000 yen. The second event goes a step further, being entirely cost-free, with complimentary transportation provided between Hiroshima and the charming town of Kitahiroshima. Detailed information can be found in the attached files.

Interested parties are encouraged to inquire promptly. Additionally, the team extends an open invitation to media representatives for interviews and filming on the event days.

Embark on a journey with Oasabus, where tradition meets innovation, and witness the legacy of swordsmithing unfold in the heart of rural Japan.

Summary of the Two Events:

1. Think of Nihonto! Talk & Performance Event (English interpretation available)

- "The Secret Story of the Making of the Copy of the National Treasure Sword Tachi Kitsunegasaki, the Heirlooms of the Kikkawa Clan," a lecture by the Mukansa Swordsmith of the Modern Sword Art Exhibition, Sadanao Mikami.
- Hoki-ryu Iaido demonstration by Daisuke Hayashi, a sensei of Hiroshima Misasa Dojo.
- Explanation of the Sengokunoniwa History Museum and the ruins of Motoharu Kikkawa's house by curator Naohiko Sasaki.

*See [Attachment 1](#) for more details.

2. Japanese Sword Culture Hands-on-experience Swordsmithing Tour (All-in-English program with a tour guide)

- Experience the crafting of original paper knives over the course of 3 days with the Modern Sword Art Exhibition Mukansa Swordsmith, Mikami Sadanao, at his own forging dojo.
- Accommodation at a private villa in the secluded village. Dinner will feature French cuisine using Kitahiroshima ingredients.

*See [Attachment 2](#) for more details.

For media inquiries and additional information, please contact Oasabus via email at info@oasabus.com

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About Oasabus Company

Oasabus Company specializes in trip planning, tourism material development, and initiatives focused on revitalizing the local mountain region, with a strong emphasis on safety and reliability in transportation.

Key Operations:

- Ensuring the smooth operation of essential route buses, serving as lifelines for the community.
- Catering to the distinct transportation requirements of the elderly by providing specialized shared-ride taxis.
- Managing chartered buses for group tours, including tour planning and the development of tourism materials.
- Operating a dynamic food truck venture and producing/selling confectionery.

Oasabus Company is committed to enhancing services by placing customers at the forefront and capitalizing on the distinctive features of the mountain region. This approach allows the company to provide tailored, community-based solutions that cater to the diverse needs of its clientele.

About Kitahiroshima-cho Tourism Agency

The Kitahiroshima-cho Tourism Agency is dedicated to fostering the well-being of individuals, nurturing a vibrant sense of humanity, and preserving local traditions and culture. Through initiatives such as tourism planning, resource development, and facility maintenance, the association strives to benefit the town of Kitahiroshima and its community. Its goal is to enhance the development of local traditional culture and promote the sustainable growth of the local community.