

Telling the world about the charms of Japan you discovered with JR.  
Second edition of the Instagram Posting Campaign.

- To celebrate the 150th anniversary of Japan's first railway, the JR Group will be holding a second Instagram campaign to promote the appeal of railway travel in Japan to the world.
- The first campaign was aimed at foreign nationals residing in Japan, and we received many wonderful photos and videos. For the second campaign, we are looking for photos and videos of railways from the travels in Japan of our foreign customers residing abroad. We will also be giving away railway passes that can be used to travel around designated areas of Japan as a prize for those who submit entries.
- In October 11 Japan reopened its borders to foreign travelers. The JR Group warmly welcomes all overseas visitors to Japan and we hope you will take part in this campaign to rediscover the appeal of railway travel in Japan. We look forward to your visit to Japan.



### Campaign Overview

1. Entry Period

November 1, 2022 to March 31, 2023

2. Entry Instructions

Please choose your favorite railway themed photos and videos such as "trains", "scenery from the train window", "station buildings" that you took during your trip in Japan. Post those photos and videos on your Instagram account with the hashtag "#discoverjapan\_jr". Posted photos and videos will be featured on the campaign website.

\*This campaign is for photos and videos that you took yourself during your travels in Japan using JR.

### 3. Campaign Website

<https://www.discoverjapan-jr.com/en.html>

The website will open at 2:00 PM JST on November 1, 2022 (Japanese, English, and Traditional Chinese)

\*Please see the campaign website for more details on how to entry.

### 4. Giveaway Event

#### (1) Eligibility

The giveaway is open to those who reside outside of Japan and have a valid passport issued by a government other than Japan.

\*The Instagram posts are required to be in a language other than Japanese.

#### (2) Prizes

A total of 30 winners from among the eligible participants (5 winners for each JR Company) will be selected at random to receive a railway pass that can be used during their next trip to Japan.

JR HOKKAIDO :	Hokkaido Rail Pass 5-day
JR EAST :	JR EAST PASS (Tohoku area) 5-day
JR CENTRAL :	Takayama–Hokuriku Area Tourist Pass 5-day
JR WEST :	JR-WEST All Area Pass 7-day
JR SHIKOKU :	ALL SHIKOKU Rail Pass 7-day
JR KYUSHU :	JR KYUSHU RAIL PASS All Kyushu 7-Day

\*To participate, please follow our Instagram account (@jrgroupinstacp) and make sure your account is set to public.

\*The winners will be contacted via Instagram direct message.

\*The prizes cannot be chosen or changed.

\* To use your prize (railway pass), you must have a passport issued by a government other than Japan valid at the time of winning the prize and visiting Japan, and have a “短期滞在 (Temporary visitor)” visa.

### 5. Others

The JR Group is implementing measures concerning COVID-19 infectious disease countermeasures to ensure that our customers can use our trains with peace of mind. For details, please visit the website of each JR Company.

The campaign may be changed or cancelled without notice depending on circumstances.

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