

# GRAND CYCLE TOKYO STADIUM FESTA

## 【 Event Overview 】

### ■ Schedule

Saturday, December 2 and Sunday, December 3, 2023.

### ■ Venue

Ajinomoto Stadium (Chofu City, Tokyo)

### ■ Program

In conjunction with the inaugural edition of "THE ROAD RACE TOKYO," one of the few urban one-way bicycle road races in the country, held on December 3rd, "STADIUM FESTA" was organized at Ajinomoto Stadium near the finish line.

Participants had the opportunity to discover various attractions, including highlights of cycle sports and unique gourmet experiences from the Tama and island regions.

At the venue, various events were held, including stage performances by road race cyclists and celebrities, BMX performances, a test ride corner featuring the latest bicycles, a running bike competition for children (pre-entry required), and workshops. Additionally, there were various initiatives such as the GRAND CYCLE TOKYO original merchandise stamp rally, where participants could receive exclusive goods available only to those who attended.

### ■ Number of attendees

Saturday, December 2nd: 5,920 people /

Sunday, December 3rd : 7,490 people

Total: 13,410 people

### ■ Official website

<https://grand-cycle-tokyo.jp/tama/stadium-festa/>



## 【 Stage Contents 】

Entertainment stages featuring a diverse cast of personalities were held, including ambassadors TAKEI So and INAMURA Ami, former professional road race cyclist KURIMURA Osamu , BMX performer IKEDA Takahiro, and cycling enthusiasts and celebrities such as TAKETA Shinichi, TOSAKA Eri, HAYAKAWA Yui, Gori(Garage Sale), and JO Shoji .

The presence of model FUJII Sachi was featured in collaboration with the popular fashion magazine ViVi, along with a collaborative stage. There were also entertaining performances for everyone, including a Special Music Live by MONKEY MAJIK and a dance stage by Miraitowa and Someity, contributing to the lively atmosphere at the venue.

In addition, to coincide with the hosting of "THE ROAD RACE TOKYO," team presentations, public viewings, and award ceremonies were conducted, aiming to widely promote the allure of road racing.



Opening Stage



Special Music Live MONKEY MAJIK

## 【 Stage 】 Saturday, December 2, 2023

- Opening Ceremony (Chofu City Kids Cheer)  
A cheer dance performed by a total of 80 members from the Chofu City Chowa SHC Club.
- Cycle Marathon & THE ROAD RACE TOKYO TAMA 2023 Explanation Quiz Show!  
Former professional road race cyclist and familiar commentator, Mr. KURIMURA Osamu, provides last-minute advice to the celebrity team members.  
Also, he predicts the unfolding of "THE ROAD RACE TOKYO" race!
- Mr. Kihara & Sorajiro's! Weather Forecast  
The Metropolitan Police Department's mascot, "Peopo," also made an appearance, presenting quizzes related to the weather and bicycles.
- THE ROAD RACE TOKYO TAMA 2023 Team Presentation  
Teams, athletes, and coaches participating in the next day's race shared their enthusiasm.
- Special Music Live MONKEY MAJIK  
The four-piece hybrid rock band from Miyagi Prefecture performed a white-hot four-song live show!
- ViVi Presents CYCLE Fashion Show  
Demonstrating "Chari-Kawa Fashion" tailored for various scenes to stylishly ride bicycles.
- Celebrity Cycling Enthusiasts ★ Cycling Marathon Exciting Talks!  
The five members of the talent team who participated in the Cycle Marathon reflected on the heated race.



Cycle Marathon & THE ROAD RACE TOKYO  
TAMA 2023 Explanation Quiz Show!



Mr. Kihara & Sorajiro's! Weather Forecast



THE ROAD RACE TOKYO TAMA 2023  
Team Presentation



Special Music Live MONKEY MAJIK



ViVi Presents CYCLE Fashion Show

## 【 Stage 】 Sunday, December 3, 2023

### ■ The ROAD RACE TOKYO TAMA 2023 Public Viewing

The heated race was broadcast live on a large screen inside the stadium!

### ■ Tourism Promotion: Ome City / Oshima Town / Kodaira City

Queen of camellia from Oshima Town, the official character of Ome City, YUMEUMEchan, and the local promotion team KODAIRANGER from Kodaira City took the stage to promote the charms of each municipality.

### ■ The Award Ceremony for THE ROAD RACE TOKYO TAMA 2023

The inaugural champions of each category, marking a memorable moment, took the stage.

### ■ Takahiro Ikeda's BMX Performance

A world-renowned professional rider delivered a stunning performance!

### ■ Dance with us! Miraitowa and Someity Dance Stage!

A dance show by the Tokyo 2020 Games mascot characters and a photo session after the dance were also held.

### ■ Cycle★Fashion Show - Announcement of Helmet Contest Results

The winners of each category took the stage and showed off actual helmets of their own design.

### ■ Celebrities Seriously Face Off! Virtual Road Race

Former Japan national rugby team player Takehisa Usuzuki and PyeongChang Olympic speed skating gold medalist Nana Takagi, among others, made appearances and engaged in a sprint competition through a virtual road race!



The Award Ceremony for THE ROAD RACE TOKYO TAMA 2023



Takahiro Ikeda's BMX Performance



KODAIRANGER



YUMEUMEchan



Announcement of Helmet Contest Results



Celebrities Seriously Face Off! Virtual Road Race

## 【 Field Area 】

Saturday, December 2 and Sunday, December 3, 2023 Common

In the field area of the stadium, hands-on contents were provided, including a cycle sports experience corner for children and adults, workshops for families to enjoy, and a bouldering challenge.

### ■ Cycle Test Ride Experience

We offered test rides for the latest bicycles from popular brands, including e-bikes, for you to experience.

( On December 3rd (Sunday), we also opened the perimeter test ride course outside the stadium. )



### ■ Paracycling Experience

We provided opportunities for test rides on handcycles, tandems, and tricycles for you to experience.



## 【 Field Area 】

**Saturday, December 2 and Sunday, December 3, 2023 Common**

### ■ GCT Virtual Cycling

We provided an opportunity for participants to casually enjoy virtual cycling tours of the Tama and island areas, along with experiencing unique challenges like the virtual speed challenge.



### ■ Kids Sports Bike School

Under the guidance of professional riders, participants had the opportunity to challenge themselves on a narrow bridge and pump track while riding sports bikes.



### ■ GCT Virtual Cup Sunday, December 3 only

Intense battles unfolded not only among those who participated directly at the booths but also among remote participants! We also hosted special guests, including former Olympic cycling athletes, for some exciting showdowns!



### ■ Children's Safety Workshop (Transforming Bike)

We conducted a 30-minute bicycle workshop! Participants grasped the sense of balance, attached pedals, and took on the challenge of riding a bicycle! We also held on-the-day 'Transforming Bike' experience sessions for those who joined on the day!



## 【 Field Area 】

Saturday, December 2 and Sunday, December 3, 2023 Common

### ■ Bouldering Challenge

An enjoyable bouldering experience for both adults and children! With the guidance of instructors, even beginners could participate with confidence.



### ■ Strider Enjoy Cup

We held the highly popular Strider Enjoy Cup's Ajista Stage at STADIUM FESTA! We also set up a corner where visitors could experience Strider test rides.



### ■ Cycle Craft Workshop

Helmet seal painting workshop and bicycle reflector workshop were conducted.



## 【 Concourse Area 】

### Saturday, December 2 and Sunday, December 3, 2023 Common

37 booths gathered to offer a delightful and delicious experience of various charms unique to the Tama and island regions, including local gourmet and tourist spots to 'see and taste'! We delivered plenty of the region's attractions. Local characters also made appearances.

Furthermore, booths were exhibited to introduce various projects implemented by the Tokyo Metropolitan Government, disseminating diverse information.



Please click [here](#) for booths related to Tama and island areas and Tokyo Metropolitan Government.

## 【 Others 】

At the venue, a stamp rally took place, allowing many participants to enjoy exploring the venue. Additionally, we exhibited the top 20 entries from the Helmet Contest, and on December 2nd, athlete Yukiya Arashiro visited! We also held an autograph session.

### ■ Stamp Rally



### ■ Helmet Contest



### ■ Arashiro player autograph session



Over the course of the two-day event, we received support from over 100 volunteers. Thank you very much for your cooperation!



# Challenge Race in Ajinomoto Stadium

## 【 Event Overview 】

### ■ Schedule

Saturday, December 2, 2023

### ■ Program

#### ◎ Cycle School

We set themes such as the proper way to ride a sports bike and riding techniques, adjusting them based on the class level, and had professional athletes or instructors give lectures.

#### ◎ Guided Short Race

The support rider leads until the final lap, ensuring safety. The final lap features a small-group race competition.

#### ◎ 80-Minute Cycle Marathon

A endurance race where teams compete based on the number of laps completed in 80 minutes. Due to the prohibition of a finishing sprint, many teams have the opportunity to places.

※ 1 lap: Approximately 1.15km(red line on the map to the right)

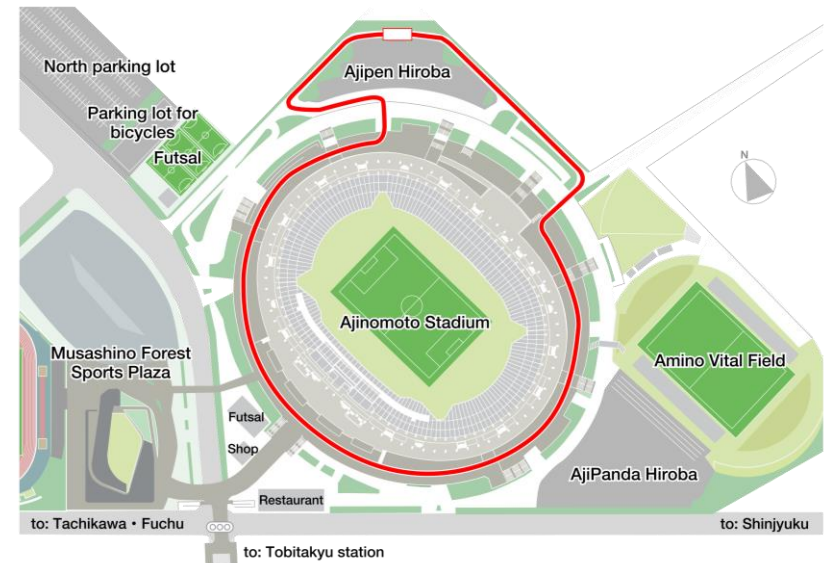
### ■ Official website

<https://www.the-roadrace-tokyo.jp/>



Cycle School

80-Minute Cycle Marathon



# THE ROAD RACE TOKYO TAMA2023

## 【 Event Overview 】

### ■ Schedule

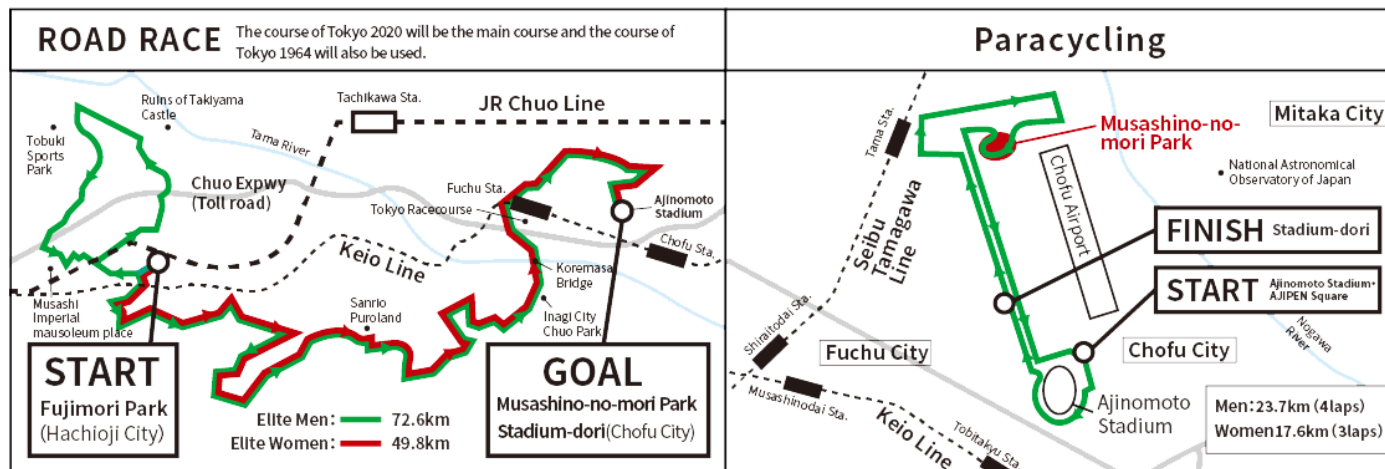
Sunday, December 3, 2023

### ■ Sporting events

- ◎ Road Race (Elite Men 72.6km / Elite Women 49.8km)
- ◎ Paracycling Tandem Time Trial (Men 23.7km / Women 17.6km)

### ■ Contents

A genuine road cycling race by athletes, utilizing both the Tokyo 2020 Games' course in Tokyo and the 1964 Games' course.



### ■ Number of players

- ◎ Road Race (Elite Men: 26 teams, 113 participants / Elite Women: 23 participants)
- ◎ Paracycling Tandem Time Trial (Men: 5 countries, 6 pairs / Women: 3 countries, 3 pairs)

### ■ Official website

<https://www.the-roadrace-tokyo.jp/>

## 【 Race situation, etc. 】 ( Results of THE ROAD RACE TOKYO TAMA 2023 )

### ■ Elite Men



### ■ Elite Women



### ■ Paracycling Tandem Time Trial Men



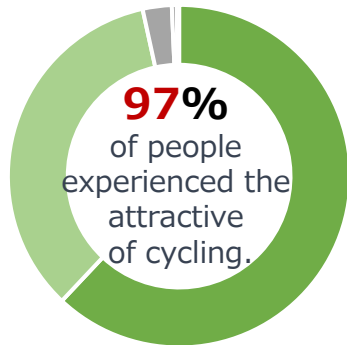
### ■ Paracycling Tandem Time Trial Women



## < Questionnaire Survey >

### 【 STADIUM FESTA 】

Q Visiting the STADIUM FESTA, How did you feel about bicycles?(n=437)



Felt the attractive.	271	62%
Somewhat felt the attractive.	151	35%
Neither one nor the other.	12	3%
Did not feel much attractive.	2	0%
Did not feel any attractive.	1	0%

**Most participants reported feeling a strong or moderate sense of attractive. Contributed to promoting the attractive of cycling.**

Q Were you satisfied with STADIUM FESTA?(n=363)



Completely satisfied.	192	53%
Somewhat satisfied.	134	37%
Don't know.	34	9%
Somewhat dissatisfied.	2	1%
Very dissatisfied.	1	0%

**Over 90% of people responded that they were satisfied with the event. We were able to create an opportunity for people to experience the joy of cycling and develop an interest in the Tama region.**



### Visitor Feedback (Excerpts)

- I learned about other cities and towns, and it was informative. The presence of food trucks and other attractions made the experience enjoyable.
- It was beneficial to learn about bicycle traffic rules, insurance obligations, and the effort to use helmets.
- I had fun, but the directions was a bit confusing.
- I enjoyed the stamp rally, and the stage events were also entertaining.
- The Kids' Sports Cycle was very meaningful.
- We kindly request the continuation of events and competitions as a legacy of the Tokyo 2020 Games.

etc.

## < Questionnaire survey >

### 【 Challenge Race in Ajinomoto Stadium 】

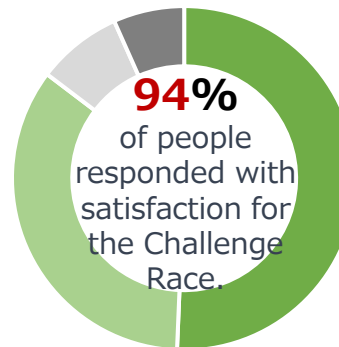
Q Do you want to participate in the "Challenge Race in Aji Sta" again next time?(n=75)



I want to participate.	64	85%
I don't want to participate.	3	4%
Don't know.	8	10%

**More than half expressed a desire to participate again next time, and it served as an opportunity to develop an interest in cycling.**

Q Are you satisfied with the "Challenge Race in Aji Sta"?(n=75)

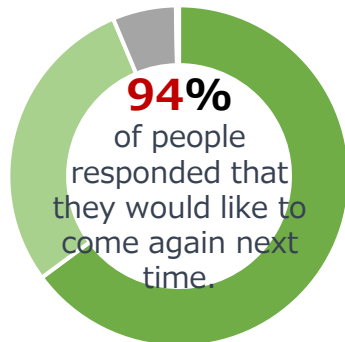


It was satisfactory	38	51%
Fairly satisfied.	26	35%
More or less satisfied.	6	8%
It was unsatisfactory.	5	6%

**Over 90% expressed satisfaction with the Challenge Race. Contributed to promoting the charm of cycling.**

### 【 THE ROAD RACE TOKYO 2023 】

Q Please let us know your intention to watch "THE ROAD RACE TOKYO TAMA 2023" and similar races.(n=333)



I definitely want to come again next time.	216	65%
I want to come again next time.	96	29%
Neither one nor the other.	20	6%
I don't want to come next time.	1	0%

**Most participants expressed a desire to come again next time, contributing to an increase in enthusiasm for watching road races.**

Q Please share your satisfaction level with "THE ROAD RACE TOKYO TAMA 2023".(n=333)



I am very satisfied.	160	48%
I am satisfied.	146	44%
Neither one nor the other.	27	8%

**Over 90% of people responded with satisfaction for the road race. Contributed to promoting the charm of road racing.**