

---

## TABLE FOR TWO's 2022 ONIGIRI ACTION Campaign Provides 1.5 Million School Meals with 283,461 “Onigiri” Rice Ball Photo Posts in 32 Days



New York, NY – November 29, 2022 TABLE FOR TWO (TFT) USA, a non-profit organization that aims to tackle obesity and worldwide hunger, organized its 8th annual social action campaign called ONIGIRI ACTION to commemorate World Food Day. This year we were able to provide 1,560,260 school meals to children and far surpassed our goal of 280,000 total photos with 283,461! During the campaign, every photo of onigiri posted to the campaign website (<https://onigiri-action.com/en/>) or social media with #OnigiriAction helped provide five school meals to children in need. For TFT USA, a 25-cent donation is used to upgrade meals by adding nutritious elements such as fruits and vegetables in socioeconomically disadvantaged neighborhoods. TFT funds one school meal to a child in East Africa and Southeast Asia with the same 25-cent donation. This year we saw many beautiful Onigiri photos posted from 37 countries around the world. We continued the theme - Unite the States with Onigiri – into 2022 as well and had participation from 43 states! Our global effort to help children connects us and continues to grow every year.

The ONIGIRI ACTION 2022 campaign is generously supported by our partner organizations in the U.S.:

J.C.C. Fund/Japanese Chamber of Commerce and Industry of New York, JFC International/Nishiki, JCAW Foundation, Zojirushi America, San-J, ITOCHU International, SMBC Global Foundation, Misuzu Corporation, MUFG Union Bank, N.A., Zensho Employees Association Network (ZEAN), Mishima Foods U.S.A., BentOn, Onigilly, Sunny Blue, Omusubee, Onigiri Kororin, Obon Shokudo.

Nine "Best Onigiri Awards 2022" photos were selected to commemorate this success.



## Best Onigiri Awards 2022

### State Onigiri Awards



#### Hadley Sui

These Big Apple onigiri were created as a homage to New York City. They are filled with an apple and curry sauce with small cubes of cheddar for a savory and sweet mix!!

#### Japan Information Center at the Consulate-General of Japan in Chicago

Very creative Chicago-themed onigiri! The one in the back is a Chicago classic Italian beef-filled onigiri (with fries!) while the two in front of it are Chicago-style hot dog yaki onigiri. The others are traditional onigiri including yukari, umeboshi, and tuna mayo.



### Best Team Awards



#### GenX Fitness

Seniors in a kickboxing class at GenX Fitness eat onigiri to give them energy for class! Onigiri are a delicious and compact meal that are enjoyed by all ages.

#### Elkins Point Middle School

These 7th grade Japanese language students had an onigiri set up to make their own in class, were holding hiragana signs that spell out the word "onigiri," and were wearing fun onigiri sunglasses. Their love of onigiri really shines!



## Creative Onigiri Awards



### Anna Guettabi

This is an "Etegami" or picture letter postcard. It depicts salmon and radish onigiri, with a salmon fish in the background and the onigiri on top of a radish! The colors in this art are simply stunning.

### Ligon Middle School

Students from a Japanese class in North Carolina pose with this unique Onigiri Action "super hero" girl. This prop shows a new way to represent onigiri!



### Washington Japanese Heritage Center (Keisho center)

Students and their families gathered for an Onigiri Action event. Many of the students even created their own bento boxes filled with unique onigiri designs and other healthy foods. Aren't they so cute?

## Onigiri Kids Awards

### Global Onigiri Kids

Jordan (@easypeasyjordan), Kiara (@cooking\_with\_kiara10), Mina (@minamakesofficial), Tanishq (@w.o.n.d.e.r.f.u.d), Sienna, Kayla and Monika (@triplets\_in\_my\_kitchen) spread the word and encouraged others to try making simple recipes at home. The kids are from the U.S., Japan, India and the UK which really highlights the global impact of Onigiri Action!





## Animal Onigiri Award



### Karin

This adorable dog is wearing an onigiri on his head made from wool felt! Doesn't he look calm, happy and regal basking in the sun?

## The ONIGIRI ACTION Events United the States!

Kids to adults from 43 States supported Onigiri Action and made great contributions to the cause through their efforts. By posting photos of onigiri, elementary students through the university level were able to help



Onigiri Action Event

children in need. Year after year we are amazed by the creativity from simple but kawaii (cute) onigiri making, to onigiri arts and crafts, onigiri poses and props, and innovative decorations to represent each state. Schools and organizations held several in-person events as well as virtual to spread Onigiri Action. JFC International generously provided Nishiki rice and Mishima Foods USA provided rice seasoning, while MUFG Union Bank, N.A. and JCAW Foundation participated in in-person events at schools. Thank



Mini Wa-Shokuiku Lesson

you to all partner organizations for supporting the events.



Creative Onigiri Competition

This year, a “Creative Onigiri Competition” took place between students from universities in Japan and the United States. On Instagram Stories, people were able to vote for which submission they thought was the best Halloween creative onigiri. For students at partner schools, we offered a special Mini Wa-Shokuiku lessons that focused on making onigiri and bento. The kids loved learning how to make onigiri in fun shapes, including with cucumber pickles and

heart shaped tomatoes! We additionally held two successful Instagram Live Sessions featuring two restaurants talking about onigiri: Onigiri Kororin in Chicago, IL and Obon Shokudo in Portland, OR. “Onigiri Action Kits” were provided to organizations again this year that included basic ingredients and materials to make onigiri as part of our Japanese inspired food education class for students. Kits were provided through the partnership between TFT USA, The Ministry of Agriculture, Forestry and Fisheries of JAPAN (MAFF) and The Japan External Trade Organization (JETRO) Los Angeles.

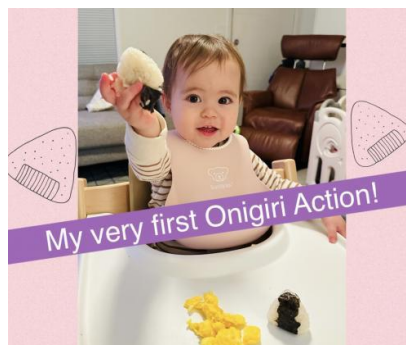


Onigiri Action Kit

## Products with Donations:

During the campaign, a portion of proceeds from the products below were donated towards providing school meals: Nishiki Rice (JFC International), Rice Cooker (Zojirushi America), Tamari Soy Sauce (San-J), Tamaki Gold (ITOCHU International), over 100 onigiri items (Gohan Market), Inari (Misuzu Corporation), Nori Komi Furikake (Mishima Foods U.S.A.), Okonomiyaki Pancake Mix (Otafuku Foods), Onigiri/Omusubi (BentOn, Onigilly, Sunny Blue, Omusubee, Onigiri Kororin, Obon Shokudo), Sushi Workshop for Good (Sushi Chef Institute) and Seasonal Delights Care Package (Kokoro).

TFT USA is grateful to partner donor organizations and all the schools, organizations, individuals, restaurants, onigiri shops, and more that came together with onigiri to make a big impact in providing meals for children in need. Thank you!



### **About TABLE FOR TWO USA:**

While about 1 billion go hungry, 2 billion suffer from obesity and other health issues related to unhealthy eating. TABLE FOR TWO USA (TFT USA) seeks to change both issues by educating about healthy eating practices and providing healthy school meals to those in need. TABLE FOR TWO started in Japan and now operates in 14 countries. As one of the most well-known NPOs in Japan, a country noted for the longevity of its people, TFT USA promotes Japanese healthy eating culture and has started the unique programs, "Onigiri Action" and "Wa-Shokuiku -Learn. Cook. Eat Japanese!-" featuring Japanese food culture to tackle on the critical health issues. For more information, please visit: <https://usa.tablefor2.org>.

### **Media Contact**

Amy Fuentes TABLE FOR TWO USA

Email: [a.fuentes@tablefor2.org](mailto:a.fuentes@tablefor2.org)

---