

TABLE FOR TWO'S ONIGIRI ACTION Campaign Provides 1.6 Million School Meals with 300,000 “Onigiri” Rice Ball Photo Posts in 45 Days

New York, NY – Dec 12, 2019 TABLE FOR TWO (TFT) USA, a non-profit organization that aims to tackle obesity and worldwide hunger issues, organized its fifth annual social action campaign called ONIGIRI ACTION – Change the World with Onigiri rice balls. The campaign, which commemorates World Food Day, ran from October 7th to November 20th. During the campaign, every photo of onigiri posted to the campaign website or social media with #OnigiriAction helped provide five school meals to children in need around the world.



A total of 295,398 photos were posted from around the world in just 45 days – increased by 50% compared to last year. For every photo posted, our sponsoring organizations donated 5 school meals to children in need. With these donations, TFT will provide 1,605,978 warm school meals, enough to support 8,000 children in need for one school year. TFT funds one school meal to a child in Africa with a single 25-cent donation. In the US, the same 25-cent donation can be used to add fresh vegetables and fruits to one school meal served in socioeconomically disadvantaged neighborhoods.



The ONIGIRI ACTION 2019 campaign is generously supported by: 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., Otafuku Foods, Just One Cookbook, BentOn, Onigilly.

A mosaic of happy children in Africa was created using the posted photos to commemorate this success. Among all the great photos, the "Best of the Best Onigiri" photos were awarded. You can view the winning photographs here: <https://onigiri-action.com/en/>

BEST ONIGIRI AWARD 2019



"Wow" Location Award

Onigiri must taste best at 'The Wave,' the hidden gem in the Arizona Desert! Only 20 lucky people per day are allowed to visit this miraculous wave!



Animal Onigiri Award (A)

A happy Shiba Inu dog with a great big smile, living in Kentucky. Look at his nose carefully... and you'll find a perfect shaped onigiri!



Most Creative Onigiri Award (A)

It is such a perfect picture of Prince Harry! "Katsuobushi" Bonito flakes excellently represent his hair and beard!



Onigiri Halloween Award

Cute gigantic onigiri found on Halloween day in California. How artistic they are to use their black clothes to represent seaweed!



Animal Onigiri Award (B)

Quokka is called "the happiest animal in the world"! This Quokka onigiri was made in the hope that children around the world wouldn't suffer from hunger and would smile like Quokka!



Most Creative Onigiri Award (B)

240 Indonesian high school students enjoyed making their creative onigiri! They stretched their creativity using unique Indonesian ingredients.



Onigiri Kids Award

Look how happy she seems in an adorable onigiri sweater and holding onigiri! She must be an onigiri angel!



Best Onigiri Story Award (A)

Keiko-Gen-J carried the ONIGIRI ACTION movement to the Huston community by organizing nine events, which involved seven organizations and 600 people!



Best Onigiri Story Award (B)

Fox Mill students learned about SDGs through ONIGIRI ACTION as a schoolwide activity, especially one of the most crucial goals of "Zero Hunger"! They put supporting messages on onigiri-shaped cards to children in need and made various banners.

TABLE FOR TWO USA Co-President Mayumi Uejima-Carr

“The results of this year’s Onigiri Action Campaign exceeded our expectations. Photos were posted from all over the country, including from schools and organizations that had not participated last year. As the title of our campaign promises, onigiri did change the world. Numerous events were held nationwide to introduce onigiri over the course of a month. We found enthusiasm everywhere for this unique social action campaign. For instance, many schools from kindergarten to college organized onigiri workshops to enjoy learning about new Japanese food, while making a positive difference at the same time. We were delighted to see all the fun and heartwarming photos from adults, teens, and children all over the world. We appreciate everyone’s support in bringing many smiles to those in need.”

The ONIGIRI ACTION events traversed across the United States.

More than 100 schools outside of Japan, from preschools to universities, organized the ONIGIRI ACTION events. The students rose to meet the challenge of achieving zero hunger around the world. 75% of the schools among them were in the US, from more than 20 states. Following the US, ONIGIRI ACTION is also popular as a school activity in Indonesia, Australia, and New Zealand.

In DMV area, more than 25 schools joined ONIGIRI ACTION. We partnered up with **DC Public Schools** as part of International Education Week, and held onigiri making classes at various DC schools. Also, the **Japan Information and Culture Center at the Embassy of Japan** worked together to help students at the Hearst Elementary School learn about world hunger and Japanese foodways. **JFC International** generously donated Nishiki rice and the other onigiri ingredients to schools so that more than 2,000 students could enjoy making onigiri.



In New York City, **SMBC** organized an exclusive ONIGIRI ACTION event at their office. The staff and executives rolled up their sleeves together to make onigiri for the first time. We held a pop-up onigiri giveaway event in the lobby of the 1251 Avenue of the Americas skyscraper with generous support from **Mitsui Fudosan America**, **Hines**, **ITOCHU International**. We handed out 300 onigiri! **MUFG Union Bank, N.A.**, also supported an ONIGIRI ACTION event for Neighbourhood Charter School of Harlem's students. The employees helped to host the event as volunteers!



In Los Angeles, **Japan Foundation Los Angeles** hosted the Instagrammable-onigiri-making event at Japan House. Sylvia Wakana Gunde, a famous Instagrammer & food blogger, taught participants pro-tips on how to take Instagram worthy food photos. "Hello Kitty Onigiri Workshop" was held at Tanaka Farms, Irvine. Participants enjoyed making Hello Kitty shaped onigiri using farm fresh vegetables.



About TABLE FOR TWO USA:

TABLE FOR TWO USA (TFT) is a 501(C)(3) organization that addresses the conflicting issues of hunger and obesity through a unique "meal-sharing" program. TFT partners with corporations, restaurants, schools, and other food establishments to serve healthy TFT meals. For each one of these healthy meals served, a small portion of the proceeds is donated to provide one school meal for a child in need. TFT 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 promotes Japanese healthy eating culture and tackles critical health issues. TFT has recently launched a food education program called "[Wa-Shokuiku -Learn. Cook. Eat Japanese!](#)" to teach K-12 students in the U.S. about Japanese food and foodways through hands-on cooking and learning activities. For more information about TABLE FOR TWO, please visit: <https://usa.tablefor2.org>.

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