



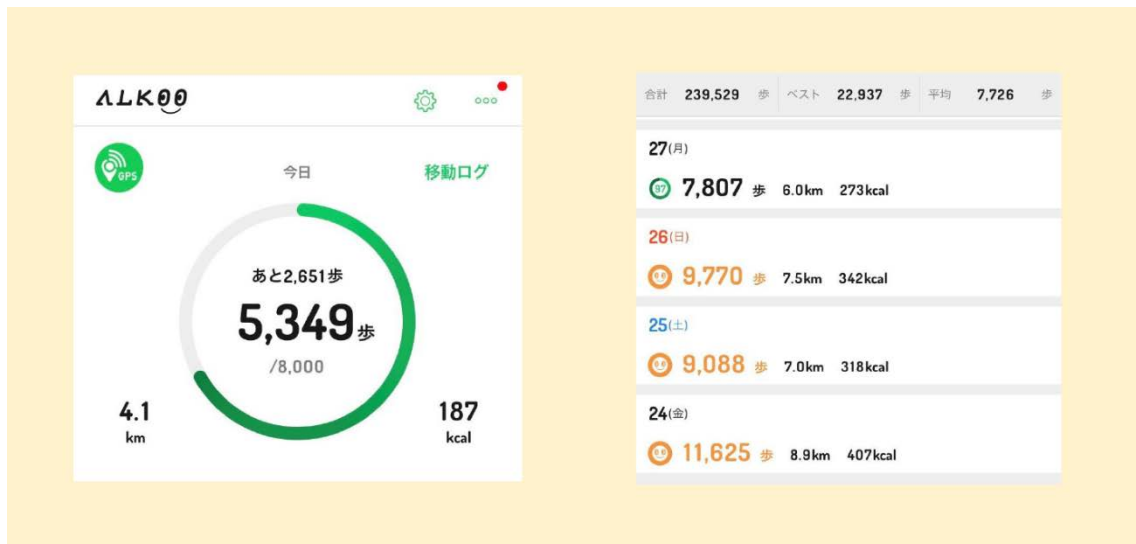
## Walk in Her Shoes 2024

How to enjoy Walk in Her Shoes 2024, “Walk anytime and anywhere you like”

If you join “Walk anytime and anywhere you like”, you may enjoy it in different ways during the campaign period, which lasts about three months.

### 1) Set a goal for the day and walk at your own pace in a healthy way!

You may set your target number of steps for the day on the pedometer app “ALKOO” or the manually input website you use to report your steps. You may see how many steps you have walked.



### 2) Boost your motivation through rankings!

When you report your steps, you will see your ranking. If you belong to a team, you can check your team's ranking as well as the ranking within the team. Other participants' status can give you the motivation!

### 3) Join as a team to make "walking" more entertaining!

Let's form a team with your family, friends, or colleagues and have fun.

You may walk with your team members and use team's ranking as an opportunity to unite as a team. Using the ranking within the team, members can check each other's footsteps and cheer each other on.

#### 4) Take pictures of walking with the letter "C" or water!

Let's take lovely pictures with the letter "C" of CARE by finding or making it or water while walking, so that you can enjoy your walking more!

100 yen will be donated by the sponsors for each photo posted on social media platforms with the hashtag "#Walking for International Cooperation". (Please make your posts public for aggregation purposes)



#### 5) You can win a prize!

Every month, 2 people and 2 teams will be picked randomly to **win monthly awards**. During the entire campaign, 10 people from the top 100 ranking and 2 teams from the top 10 rankings will be drawn to win **"Nice Walk" awards**.

Furthermore, 5 people from those who post photos of "C" will be drawn to win **"Photogenic" awards**. Be excited to see what you can win!

#### 6) Wear an original T-shirt!

The design for this year's campaign limited edition original T-shirts was chosen from public's application. T-shirts are made of 100% polyester mesh and 100% cotton. You can choose from size M and L, respectively.

Wear matching T-shirts and enjoy a walk!



### 7) Get to know other participants in the Facebook group!

You will have the chance to interact with other participants through the private Facebook group for participants! In the Facebook group, everyone can post their walking impressions and pictures, which will enable you to communicate with people who are far away from you.

\* You will be informed of how to join them through a welcome email after entry and regular communications twice a month.

### 8) Get information through regular newsletters from the campaign office!

We send out newsletters twice a month. The contents are mainly on the progress of aid programs by Care International Japan, and social issues such as access to water, gender inequality, and poverty. Let's understand the world's problems during this campaign.

We will also announce events and special campaigns!