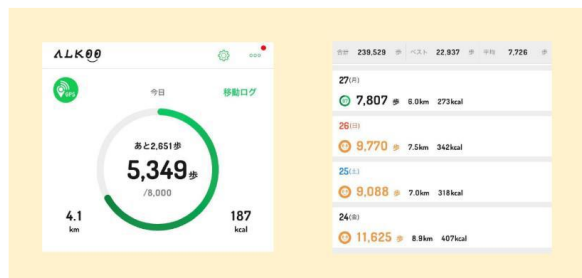


Walk in Her Shoes 2026

How to enjoy "Walk anytime and anywhere you like"

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

You may set your target number of footsteps 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 of 3 or more 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.

*It is required to register your team before the entry by one of the team members. [Here](#) is the team registration form.

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 corporate sponsors for each photo posted on social media platforms with the hashtag "#歩く 国際協力 2026". (Please make your posts public for aggregation purposes)



5) Post "GPS Art" with the letter "C" of CARE!

Challenge to post GPS art with the letter "C" of CARE! 100 yen will be donated by the corporate sponsors for each photo posted on social media platforms with the hashtag "#歩く 国際協力 2026" and "#GPS アート". (Please make your posts public for aggregation purposes)

«Step1» Walking or running, keep a trail of "C", the initial letter of CARE, on a map and save the GPS art image.

«Step2» Post it with hashtag "#歩く 国際協力 2026" and "#GPS アート" on your Instagram, Facebook, or X.

6) 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 and 2 teams from the top rankings of the total footsteps will be drawn to win “Nice Walk” awards.

Furthermore, 5 people from those who post photos of "C" and "water" as well as GPS art will be drawn to win “Photogenic” awards. Be excited to see what you can win!

7) Wear an original T-shirt!

The original designed T-shirts for the Walk in Her Shoes 2026 campaign is on sale!

Let's all walk together with this original T-shirts to motivate ourselves!

T-shirts are made of 100% polyester mesh and 100% cotton. You can choose from size M and L, respectively.

You can purchase it [here](#).



8) Enjoy our limited “15th Anniversary Commemorative Set”!

To celebrate the 15th anniversary of Walk in Her Shoes, we have prepared a special limited-edition set (only 100 sets available).

This commemorative set includes three aromatic drip coffee bags from Timor-Leste, a country where CARE has been providing long-term support, along with a highly absorbent dolomite-infused coaster.

While savoring this coffee, we hope you will take a moment to reflect on the water, livelihoods, and resilient communities nurtured by the land of Timor-Leste. You can purchase it [here](#).



9) Get to know other participants in the Facebook group!

You will have a chance to interact with other participants through the private Facebook group for the campaign! 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 newsletters via email twice a month.

10) 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!