

## Makenai-Zô ... With these elephants, you can give hope to those who have lost everything.

### What is Makenai zô?

In Japanese, “Makenai-Zô” means “We’ll never give-up” and also “Zô” itself means “Elephant”. This combination and play on words gives the elephant-shaped towel its unique name. By adopting an elephant (or more than one, why not!!) you bring hope to one or more of the thousands of people affected by the earthquake and subsequent tsunami that hit Japan in March 2011.

The Makenai-Zô project started after the Hanshin-Awaji earthquake in 1995. It was established to create work and give motivation to the people who suffered in Kobe. Since then, in 2004 the project moved on to Niigata, when it was badly affected by the Niigata-Chuetsu earthquake. The project creates links between the inhabitants of places that were devastated and those who are willing to give them support. Now this same project has extended to the vast region of the north-east.



### How does it work?

Makenai-Zô elephants are distributed by a non-governmental organisation *the NGO Collaboration Center for HANSHIN QUAKE Rehabilitation*. This organisation – along with other relief activities – is responsible for organising small meetings in different homes, inviting those affected to learn how to make the elephants. And it is real work with a direct benefit – for every elephant sold, the person who actually made it receives 100 yen (about one euro).



In addition, by participating in these meetings they make contact with others and get to think of something other than the horrific events that destroyed their lives and took away so many of their loved ones. Having lost everything, many of these victims are confined to emergency housing in an environment that is completely alien to them. The most difficult aspect of their day is to sit staring at four walls, doing nothing.

### Makenai-Zô elephants in Europe!

The association Makenaizone, established in Tokyo by Dr. Masami Aoki, now works to bring these elephants to Europe. Sachiko, a native of Japan, lives in Austria and with the help of Mr. Masakiyo Murai, the representative of the NGO Collaboration Center for Rehabilitation HANSHIN QUAKE, she has ensured that the elephants are now arriving in Europe and are available for you to take home.



For each elephant, we ask you to make a donation of at least 4 euros. The equivalent of 100 yen will go directly to the person who crafted your elephant and the rest will enable the NGO Collaboration Center for Rehabilitation HANSHIN QUAKE to develop its activities. Adopting an elephant is very quick and your donations will be sent directly to the victims. There is no better way to say “Hold on, we are thinking of you! The dark tunnel you are going through is not endless and one day you will see the light at the other end.”

To order your Makenai-Zô, please look at the information below and contact us by e-mail.

Please help – and don't forget to tell your neighbours and friends about Makenai-Zô!

**Makenaizone**

<http://www.makenaizone.jp>

<http://www.facebook.com/makenaizone>

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**the NGO Collaboration Center for HANSHIN QUAKE Rehabilitation**

<http://www.pure.ne.jp/~ngo/>

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