

目指せ、日本一！出世大名 家康くんの応援をおねがいします！！

Let's Make Him Japan's No.1!

Please Support the Daimyo of Success, Ieyasu Kun!

Ieyasu Kun is a motif of Tokugawa Ieyasu, who spent some of his most productive years in Hamamatsu, between the ages of 29 and 45, before succeeding in unifying the whole of Japan. Since Ieyasu Kun was created to commemorate the 100<sup>th</sup> year of the establishment of Hamamatsu City, he has engaged in various promotional activities across the country.

With his hair resembling a "Hamanako Eel" and his clothing incorporating "Mikan" and "Piano Key" designs, Ieyasu Kun is covered in Hamamatsu's charm. As well as among Hamamatsu citizens, Ieyasu Kun is becoming popular nationwide.

## ■ IEYASU KUN PROFILE ■

Tokugawa Ieyasu built the "Castle of Success" Hamamatsu Castle, and served as the lord of the castle for 17 years, before successfully unifying the whole of Japan. Tokugawa Ieyasu was of course, the "Daimyo of Success". In Ieyasu Kun's words, "I'm a reincarnation of him, you know!"

### The Hamanako Eel Hairpiece



My hair piece is a Hamamako Eel, one of Hamamatsu's specialty products. They say if you touch my hair, you'll be granted the fortune of success!

### The Mikan Family Crest



The family crest is the very popular Mikan, which has a good balance of sweetness and sourness.

### The Piano Key Hakama Skirt



The Piano Key Hakama skirt symbolizes the "City of Music" Hamamatsu, which is home to world renowned music instrument manufacturers Yamaha, Kawai and Roland.



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出世大名 家康くん

### Clothing

Green Color: This symbolizes Hamamatsu's forestry, which covers 66% of the City's landscape.

Blue Color: This symbolizes Lake Hamanako, the Tenryu River and the Enshu Coast.