

The Official Mascot for the Asian Games Has Been Decided!



The official mascot for the 20th Asian Games Aichi-Nagoya 2026 was officially announced on Tuesday, June 11.

Profile This mascot was born from the passion and flame in the hearts of athletes who will gather from across Asia in the city of Nagoya and Aichi Prefecture. With a love for sports, the mascot's mission is to showcase the appeal of the diverse events of the Asian Games, bridge racial and cultural divides, and unite people in the spirit of peace and sports.

The official mascot, "Honohon," made its debut at an event.

On Sunday, July 14, the official mascot made its debut at KITTE Nagoya, where it was introduced as "Honohon." The name comes from the Japanese word honoho (literally "flame of the ear of grain"). Honoho is thought to be the origin of honoo (fire) in Japanese and describes the way flames rise high and burn brightly, resembling the shape of ho (rice ears). The name "Honohon" also conveys a sense of friendliness.



Events to commemorate the two-year countdown to Aichi-Nagoya 2026 have been held!

From Saturday, September 21, to Saturday, November 2, 2024, events are being held at four locations in Aichi Prefecture to celebrate the two-year countdown to Aichi-Nagoya 2026. For more information, please visit the event website!

Venues / Dates ※ All events from 10 am – 4 pm

- **SAKAE HIROBAS** (Naka Ward, Nagoya City) **Saturday, September 21 and Sunday, September 22**
- **Toyohashi City Machinaka Hiroba** (Ekimae-odori, Toyohashi City) **Saturday, October 5 and Sunday, October 6**
- **AEON Mall Atsuta East Open-air Parking Lot** (Atsuta Ward, Nagoya City) **Saturday, October 12, and Sunday, October 13**
- **Civic Terrace on the third floor of Owari-Ichinomiya Station Ekimae Building** (Sakae, Ichinomiya City) **Saturday, November 2**

Interview

Athlete Interview

Articles featuring interviews with athletes connected to Aichi-Nagoya have been posted, highlighting the appeal of their sport, their personal experiences, and their hopes for the Asian and Asian Para Games. Please check them out.



Check the official social media for information on the Games!



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