

It looks like we are getting into the swing of things¹ here at school. Are you enjoying your classes? It's a little harder to communicate with you all because of our masks, but I am doing my best to laugh a lot each day. I hope you are too. I'm also doing my best to learn your names, but that is also hard because of the masks. I printed out the part of my face that is covered by the mask and stuck it on the mask last week so that people could see my face. I think it was a good idea and I think I'm going to do it again, although, next time, I might use someone else's face!

Something You Don't Know (Hello Kitty)

1. Hello Kitty's birthday is November 1st and she was "born" in 1974.
2. She is from Britain because, at the time she was created, Britain was considered to be trendy².
3. Her real name is Kitty White.
4. She has a page on Facebook and she has over 14 million likes!
5. Hello Kitty is worth³ about \$800 million a year.
6. She is popular, but she is not the most popular character in Japan. She is fourth, behind Anpanman, Pikachu and Mickey Mouse.
7. Dick Bruna, the creator of Miffy, always said that Hello Kitty was a copy of Miffy.
8. Hello Kitty doesn't have a mouth so you can project your emotions⁴ on to her.

Shintaro Tsuji is to step down as Sanrio president

Many of you might not know who Shintaro Tsuji is, but he has had a big impact on all of your lives. He is the founder and president of Sanrio. Sanrio produces many types of merchandize and cartoons, but their most famous character is probably Hello Kitty. Mr. Tsuji, at the age of 92, is finally ready to step down⁵ as president of Sanrio and he is going to hand the reins over to⁶ his grandson, Tomokuni Tsuji.

Shintaro Tsuji founded his company in 1960 and he called it the "Yamanashi Silk Company". He slowly moved from selling



just silk to other goods, such as sandals. He realized that when he put cute designs on his sandals, his profits went up. He hired a number of cartoonists to draw pictures for him. One of those cartoonists was Yuko Shimizu, who, in 1974, drew a white cat with big eyes and an invisible⁷ mouth. She called the cat "Hello Kitty". The cat was an immediate success and sales took off. Soon after, Mr. Tsuji changed the name of his company to Sanrio.



Spot the difference – 10 differences



Over the use, Sanrio branched out into⁸ the entertainment industry⁹ and opened many other shops in Japan and other countries. Sanrio has come up with many other characters over the years and some of them have been extremely popular as well. They have also bought the rights¹⁰ to some foreign characters, such as the Mr. Men. Mr. Tsuji has been a driving force¹¹ behind the company, but many people might think that it is time for some new blood¹² as we move forward into the age of streaming movies and online shopping. Handing control to his grandson keeps the company in the family and also gives it the chance to modernize.

Last week's answer



1. **Get into the swing of things** に慣れる 2. **trendy** 最新流行な 3. **Worth** 価値がある 4. **Project your emotions** 自分の感情を映る 5. **Step down** 辞める 6. **Hand the reins to** に支配権を渡す 7. **Invisible** 透明 8. **Branch out into** 手を広げる 9. **Entertainment industry** エンタテインメント産業 10. **Rights** 著作権 11. **Driving force** 著作権 12. **New blood** 新しい勢力



World Records

Here is a world record that I hope I never manage to break. This is the record for most bones broken in a lifetime. Evil Knievel, a stuntman and motorbike jumper, broke 433 bones during his life. He was very good at jumping a Harley-Davidson bike. He tried many different jumps. He jumped a canyon¹, he jumped buses, he jumped cars, and many other things. Many of his jumps were successful, but many more were not. He fell off a lot and usually broke bones as well as concussing² himself. He lived until he was 69 and suffered a lot of pain in later life as a result of his crashes and injuries.



What you get by chasing your goals is not as important as what you become by chasing your goals.

The ~est in the world

Do you know how high above sea level Sapporo is? About 26m. Not very high. The highest town in the world is La Rinconada in Peru. It is 5,100m above sea level. That is the same height as Everest basecamp. Most of the people who live there mine³ gold from the mountains. Because the town is so high, it is cold all year round and there are no trees or plants. The town is above the tree line, which is the highest point that living things can survive. Also, at that height, there is only about half of the oxygen in the air that we have down here in Sapporo. The people who live at La Rinconada can adapt⁴, but some people still do get sick with hypoxia⁵. The population of the town has grown to about 30,000 people over the last few years because the price of gold has slowly risen.



Something You Probably Didn't Know



When you think of Italian food, what dish springs to mind? Probably spaghetti in a tomato sauce, maybe with meatballs? Well, that is a traditional Italian dish, but it is not as old as you might think. Why? Because there were no tomatoes in Italy until about 1548. Tomatoes are native to⁶ south and central America. The Aztecs called them tomatl. When the Spanish colonized⁷ the area, they called them tomate and took the plants back to Spain. From there, tomatoes spread all over Europe, and now most people think that traditional European food always had tomatoes in it. It didn't.

New words: 1.Canyon 峡谷 2.To be concussed 脳震とうされる 3.To mine 採掘する
4.To adapt ~になれる 5.Hypoxia 低酸素症 6.Native to~原産の 7.To colonize 植民地にされる