

## NOK Supports NOK Kids Backcountry Tour 2025

### Continuing to Foster Growth and Environmental Awareness

NOK Corporation (Headquarters: Shibadaimon, Minato-ku, Tokyo; Representative Director, Group Chief Executive Officer: Masao Tsuru; hereinafter referred to as “NOK”) is sponsoring the “NOK Kids Backcountry Tour 2025,” a backcountry skiing and snowboarding program for parents and children organized by Nagai Co., Ltd. (Headquarters: Minamiuonuma City, Niigata Prefecture; Representative Director: Takumi Nagai). This initiative seeks to provide children, the leaders of the next generation, with opportunities to connect with nature, nurture their physical and mental well-being, and enhance their understanding of environmental issues. NOK began supporting this program in 2023, marking its third consecutive year of sponsorship.



An image from the NOK Kids Backcountry Tour website

This program offers a blend of skiing and snowboarding activities that allow participants to experience the beauty of nature, along with educational sessions led by mountain guides who explain topics such as snow crystals and frost-covered trees. The program will feature eight sessions this year, from Saturday, February 8, to Sunday, April 20, primarily in Niigata Prefecture. To accommodate children of various ages and those with no prior experience in skiing or snowboarding, a new "snow play" session has been introduced, featuring activities like sledding and snowman building to help participants become more comfortable with snow.

An "environmental classroom" will be held in Tokyo during the off-season, focusing on environmental issues

using snow and ice as themes. The sessions will include explanations of global environmental changes and hands-on workshops using reclaimed wood, aiming to foster environmental awareness in children through fun and engaging activities.

■ “NOK Kids Backcountry Tour 2025” Overview

• Dates and Locations:

Tour Name	Date	Location	Number of Participants
Kids Snow Play	February 8 (Sat)	Hakkaisanroku Ski Area Minamiuonuma City, Niigata Prefecture	40 parent-child pairs
Kids Extreme (Overnight Snowfield Experience)	February 15 (Sat) –16 (Sun)	Muica Snow Resort Minamiuonuma City, Niigata Prefecture	10 parent-child pairs
Kids Backcountry	February 23 (Sun)	Hakkaisanroku Ski Area Minamiuonuma City, Niigata Prefecture	20 parent-child pairs
Kids Backcountry	March 2 (Sun)	Maiko Snow Resort Minamiuonuma City, Niigata Prefecture	20 parent-child pairs
Kids Backcountry	March 9 (Sat)	Kagura Ski Resort Minamiuonuma City, Niigata Prefecture	20 parent-child pairs
Kids Backcountry	March 22 (Sat) –23 (Sun)	Hakkoda Ski Area Aomori City, Aomori Prefecture	20 parent-child pairs
Kids Backcountry	March 29 (Sat) –30 (Sun)	Hakkoda Ski Area Aomori City, Aomori Prefecture	20 parent-child pairs
Kids Backcountry	April 19 (Sat) –20 (Sun)	Tateyama Sanroku Ski Area Toyama City, Toyama Prefecture	10 parent-child pairs

• Eligibility: Elementary and middle school students and their parents

Note: The “Kids Snow Play” session on February 8 is also open to children below elementary school age.

• Participation Requirements:

1. Ability to turn and ski on slopes
2. Ability to follow the instructions of the guide

3. Ability to adapt to and enjoy changes in the natural environment

4. Respect and care for nature

• Participation Fee: Free

Note: Transportation costs to the site, accommodation fees, equipment rental fees, lift tickets, etc., must be borne by participants.

• How to Apply: Please apply via <https://www.kidsbackcountry.com/>.

Registration for each session will close once capacity is reached.

#### ■ What is Backcountry Skiing and Snowboarding?

Backcountry skiing and snowboarding offer the opportunity to enjoy the untouched slopes of natural snowy mountains, as opposed to the groomed trails of artificial ski resorts. These activities are often organized into guided tours led by experienced mountain guides, allowing participants to fully immerse themselves in the authentic thrill of mountain skiing and snowboarding. These tours have become a popular choice among skiers and snowboarders seeking a more adventurous experience.

#### ■ Scenes from “NOK Kids Backcountry Tour 2024”



Children skiing on powder snow



Hiking up the snowfields



Environmental education in the mountains



Explaining why it snows



“Extreme” participants



Camping in tents on the snowfields

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#### ■ About NOK Group

The NOK Group is dedicated to "Essential Core Manufacturing - The manufacture of pivotal products that shape society." Through

this approach the Group demonstrates its commitment to providing greater safety and comfort, the cornerstones of a prosperous society. The NOK Group consists of 93 companies located in 15 countries and regions with approximately 38,000 employees. Product development is built upon a robust base of foundational research, resulting in large-scale, stable and high-quality production. Moving forward, the Group will continue to provide technologies and products for all industrial areas including automobiles and other mobility sectors, electronic products- centered on PCs and smartphones - office automation equipment, medical and healthcare devices, industrial robots, and satellites.