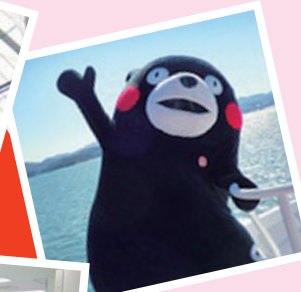




Goodies

Japan's most famous bear



CHILDREN and adults alike love mascots! A mascot is an animal, toy or character that represents an organisation or event, or that people believe will bring them good luck. This chubby bear you see here is called Kumamon (熊本熊). You can find many gifts and stationery items depicting the bear in shops and department stores.

Kumamon comes from Japan (日本). He was created by the government of Kumamoto Prefecture (熊本縣). People of all ages are attracted by this plump mascot, an undoubtedly lovely and cute bear.

Editor's Note

We're back! Have you missed us? The Goodies team, and the Goodies kids too, are ready to bring you some great stories this academic year. Big Dee is up to his old tricks again and being naughty. Watch Rose erupt like a volcano on G10. When I was a kid I spent every summer in front of the TV. What a waste of time; I think my brain is a bit funny after all that harmful radiation! Read a scary poem on G09 on how TV rots the brain. Have fun reading Goodies!



Simon



❧ The birth of Kumamon

Kumamon is quite a young bear. He was introduced in March 2010. He was used to promote Kumamoto a year before the opening of the entire Kyushu Shinkansen (九州新幹線) line, which links Kyushu to Osaka (大阪), Japan's second biggest city.



❧ The only bear in Kumamoto

There are bears in Japan. One place that bears live is Hokkaido (北海道) in northern Japan. The sign “熊出没注意” (beware of bears) is a popular **souvenir** from the region. But interestingly, there are no bears in Kumamoto except in zoos! Therefore, Kumamon can be regarded as the only wild bear in the prefecture.



❧ Hardworking bear

Unlike most other mascots, Kumamon is a **civil servant**! He has an official post especially for him – he is the sales manager of Kumamoto Prefecture, and he has his own office too. Not only does he play an active role in tourism campaigns, he even goes on stage to do comedy with the governor.



❧ Kumamon around the world

Kumamon is so famous and popular that there are now over 10,000 different kinds of souvenirs featuring this **adorable** bear! This is partly because companies do not have to pay to use his trademark. Not only is Kumamon well known in Japan, he is also becoming a **celebrity** all over the world. In 2013, a German (德國的) company sold 1,500 Kumamon **teddy bears** through the internet, and they sold out in just five seconds!

❧ Famous mascots

Here are some other familiar mascots:



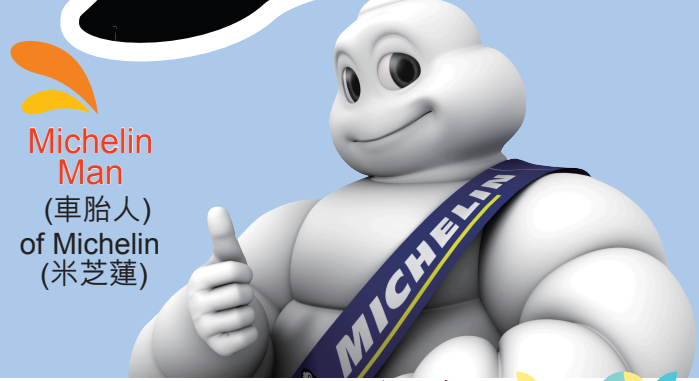
Ronald McDonald
(麥當勞叔叔)
of McDonald's
(麥當勞)



Mickey Mouse
(米奇老鼠)
of Disney
(迪士尼)



Mr. Peanuts
(花生先生)
of Planters
(紳士牌)



Michelin Man
(車胎人)
of Michelin
(米芝蓮)

