

History of the Mt. Fuji Beautification Foundation

This foundation was founded on April 30th, 1962. It was formed from proposals from the Yamanashi prefecture, Sightseeing League of Yamanashi prefecture, Association of Yamanashi prefecture New Life Movement, Yamanashi Nichinichi Newspaper, and Yamanashi Broadcasting System.

Since then, we have continued the campaign to beautify Mt. Fuji. We also have the longest history as a group for the protection of the environment in Japan.

Since 1982, we have expanded our activities by changing our association to a legally incorporated foundation.

Main activities through a year

- May** **Festival of tree planting for the campaign to beautify Mt. Fuji**
Every May since 1966, we have planted trees either in Fujiyoshida City, Fujikawaguchiko Town, Oshino Town, Yamanakako Town, Narusawa Town, Nishikatura Town, or Minobu Town. The Mt. Fuji Beautification Foundation donates the nursery trees for the festival every year.
- June** **Worship for the beginning of the clean up campaign**
In June, we visit the Kitaguchihonguufujisengen shrine to pray for the safety of the clean up campaign of Mt. Fuji. Representative from the city, towns and villages attend the worship.
- August** **The first term of the clean up campaign of Mt. Fuji**
In August, we have a ceremony for the start of cleaning up Mt. Fuji, at the Yamanashi prefecture Mt. Fuji visitor center in Fujikawaguchiko Town. After the ceremony, we go up 5 or 6 steps of Mt. Fuji to pick up and gather trash and , to promote the campaign to beautify Mt. Fuji. This activity date is set for days during which traffic is controlled on the Fujisan toll road. Volunteer attendees of the clean-up campaign are individuals from companies, groups, and families from in and around the Yamanashi prefecture.
- September** **The latter term of the clean up campaign of Mt. Fuji**
In September, we clean-up 5 or 6 steps of Mt. Fuji, and gather trash that was left during the summer time, which is the best season of the year for climbing up Mt. Fuji.
- November** **Worship for the end of the clean up campaign**
Every year, we report at the Kitaguchihonguufujisengen shrine about the cleaning up campaign of Mt. Fuji. We also have a recognition ceremony to honor people who gave exceptional service to the campaign to beautify Mt. Fuji, and the five lakes surrounding Mt. Fuji.

Mt. Fuji Beautification Foundation

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