



12月の石川県は例年に比べ雪が多く、寒い日が続いています。そんな中、北陸新幹線開業まで残り80日を切り、開業に向けて着々と準備が進んでいます。

まず、新幹線金沢駅の発車メロディーが金沢出身の音楽家、中田ヤスタカ氏制作の楽曲に決まりました。中田氏は人気歌手のきゃりーぱみゅぱみゅやPerfumeのプロデュースをはじめ、映画、テレビ、ラジオ音楽のテーマ曲等を幅広く手掛けています。

また、JR西日本では北陸三県の観光情報を掲載するウェブマガジン「マイ・フェイバリッド北陸」を創刊しました。新幹線開業に向けておすすめスポットやイベントを発信しています。そして、とうとう新幹線のダイヤも発表されました。金沢-東京間を2時間28分から34分で結ぶ「かがやき」は1日13往復し、ゴールデンウィーク等の大型連休には臨時列車も増発するそうです。

もちろん、ひやくまんさんも全国でPR活動に励んでいます。全国放送のテレビやイベントに多数出演し、広告費に換算すると約7億円にもなるそうです。ひやくまんさん大活躍の1年でした。来年も応援よろしくお祈りします！

今年も石川県のお知らせをご愛読いただきありがとうございました。皆さま、どうぞ良いお年をお迎えください。

今回の新聞記事

(1)七尾の雪、平年の11倍 今月の累積82センチ

<http://www.hokkoku.co.jp/subpage/H20141219103.htm>

(2)中田ヤスタカ氏が制作 新幹線金沢駅の発車メロディー

<http://www.hokkoku.co.jp/subpage/E20141209001.htm>

(3)「お気に入りの北陸」発信 JR西、ウェブマガジン創刊

<http://www.hokkoku.co.jp/subpage/K20141216305.htm>

(4)かがやき13往復以上 JRが新幹線ダイヤ発表

<http://www.hokkoku.co.jp/subpage/H20141220101.htm>

(5)ひやくまんさん、CM換算7億円 新幹線開業、全国でPR

<http://www.hokkoku.co.jp/subpage/H20141216101.htm>

※次回は1月末にお届けする予定です。

* The next edition is scheduled to be issued at the end of January.

The cold in Ishikawa continues with the prefecture seeing more snow this December compared to last year. Despite this the preparations for the Shinkansen service is still continuing with 80 days remaining till the service begins.

The jingle for when the train departs for the Kanazawa Station Shinkansen has been decided and it will be a song composed by the Kanazawa-born composer Yasutaka Nakata. Nakata has worked on the production for hit artists such as Kyary Pamyu Pamyu and Perfume as well as theme songs for films, TV and radio shows.

Elsewhere, JR West have posted an online magazine called My Favourite Hokuriku which provides tourist information on the 3 prefectures of the Hokuriku Region. Recommended tourist spots and events are provided ahead of the start of the Shinkansen service. In addition, the timetable for the Shinkansen has also been released. The Kagayaki train, which runs between Kanazawa and Tokyo in anything between 2 hours 28 minutes to 2 hours 34 minutes, will have 13 round trips per day with additional trains scheduled for service during the long Golden Week holiday.

Also not to forget, Hyakuman-san is also working hard with his PR campaign across the whole country. The cost of advertising for his appearances on national TV and at events total to around 700 million Yen. This has been one busy year for Hyakuman-san. Let's keep up the support next year.

Recent News

(1) This winter has seen the full force of winter already in early December with waves of snow surpassing the yearly average across the prefecture. Nanao in particular has seen the worst with 82cm of snowfall up till December 17th which has been recorded as 11.7 times more than the annual average.

(2) JR West has chosen the jingle for the Shinkansen stop at Kanazawa Station. The song has been composed by the Kanazawa-born composer Yasutaka Nakata. The song depicts the tradition and creations of the city of Kanazawa that is surrounded by the nature of the sea and mountains, whilst expressing the speed and comfort of the Shinkansen. The jingle will alert the passengers getting on and off the train when the train is about to leave, and will be played for 15 seconds on the Shinkansen platform.

(3) JR West has launched an Online Magazine called My Favourite Hokuriku which features tourist information on the 3 prefectures of the Hokuriku Region. Recommended spots and events are covered ahead of the coming Hokuriku Shinkansen service from Kanazawa.

(4) The timetable for next year's Hokuriku Shinkansen has been released. The Kagayaki super express trains will make 13 round trips per day with additional trains scheduled for the long Golden Week holiday. In comparison to the current timetable, the new timetable will allow you to spend 2 hours 15 minutes more in Tokyo for a day trip which would give you 12 hours 32 minutes in the capital.

(5) According to the Ishikawa Prefectural Government, the cost of the Hokuriku Shinkansen's Hyakumansan mascot appearing on TV has reached a total of 690 million Yen since his debut 1 year ago. Exposure from events and the sale of products has had a major effect economically, and it looks like the lucky Hyakumansan mascot has been a great help in pushing the prefecture ahead for the start of the Shinkansen service. Hyakumansan will be making further appearances including the Shinkansen Service Launch event in Tokyo and will continue with the TV PR campaign.

詳しい情報のアクセス先 For more information, please access the following links:

(1)公益財団法人石川県国際交流協会 IFIE (Ishikawa Foundation for International Exchange)

<http://www.ifie.or.jp/index.php>

(2)石川エクスプレス Ishikawa Express (Multilingual Webmagazine)

<http://www.ifie.or.jp/express/>

(3)ほっと石川旅ねっと Hot Ishikawa Tabi-Net (Ishikawa Prefecture Tourism Guide)

<http://www.hot-ishikawa.jp/>

(4)石川県 Ishikawa Prefectural Government Official Website

<http://www.pref.ishikawa.lg.jp/>

(5)首相官邸 Prime Minister of JAPAN (Countermeasures for the Great East Japan Earthquake)

<http://www.kantei.go.jp/>

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e200500@pref.ishikawa.lg.jp

(問合せ先 / Contact)

IFIE (Ishikawa Foundation for International Exchange)

石川県国際交流協会 TEL/FAX +81-76-262-5931/263-5931