

MOVIES

TOHO CINEMAS Niihama (AEON Mall)

| | | |
|-----------|-------------------------|--------------|
| May 31 ~ | Ride on | Dubbed |
| May 31 ~ | Furiosa: A Mad Max Saga | PG12 |
| | | Sub / Dubbed |
| June 21 ~ | Bad Boys: Ride or Die | Sub |
| June 28 ~ | Born to Fly | Sub |
| July 24 ~ | Deadpool and Wolverine | Sub |

Movies might be changed without notice. So please check the homepage for information.

Information Service

Internet: niihama-aeonmall.com

Tape (24hrs) :050-6868-5019 (in Japanese)



This newsletter is published by SGG, a volunteer group that helps foreigners living in and around Niihama. If you need any advice, information, or support, please contact SGG.

We would like to hear your feedback on What's New? so please don't hesitate to contact us.

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ONE POINT JAPANESE

「～とは限らない」の使い方
 (How to use "not all", "not always")

A : コンビニで おにぎりを 買って きましたよ。

Kombini de onigiri o katte kimashita yo.
 (I bought rice balls at a convenience store.)



Bさんは ツナマヨ、梅干し、おなか、どれが いいですか。

B-san wa tsunamayo, umeboshi, okaka, dore ga ī desu ka?
 (B-san, which would you like, the tuna-mayonnaise, the pickled plum, or the one with bonito flakes?)

B : ツナマヨを もらっても いいですか。梅干しは 苦手なんです。

Tsunamayo o moratte mo ī desu ka? Umeboshi wa nigate nan desu.
 (Can I have the tuna-mayo rice ball? I don't like pickled plums.)

A : え? 日本人なのに?

E? Nihonjin nano ni?



(What? Even though you're Japanese?)

B : 日本人が みんな 梅干しが 好きだとは 限りませんよ。

Nihonjin ga minna umeboshi ga suki da to wa kagirimasen yo.
 (Not all Japanese people like pickled plums, you know.)

A : Bさん、最近 ジムに 通って いるんですか。

B-san, saikin jimu ni kayotte irun desu ka?
 (B-san, have you been going to the gym lately?)



B : ええ、「若いからって、いつまでも 元気だとは 限らないよ」って、
 医者に 言われたんです。

Ē, "Wakai kara tte, itsu made mo genki da to wa kagiranai yo" tte,
 isha ni iwaretan desu.

(Yes. I was told by my doctor, "You say you're young,
 but you won't always be healthy forever, you know.")



A : 降水確率 30%だから、かさは いらなかな。

Kōsuikakuritsu 30% da kara, kasa wa iranai ka na.

(There is a 30% chance of rain, so I don't think I need an umbrella.)

B : 降らないとは 限らないから、折りたたみがさを 持って 行ったら?

Furanai to wa kagiranai kara, oritatamigasa o motte ittara?

(That doesn't always mean it won't rain, so why not take a folding umbrella.)



< by Niihama Nihongo no Kai >

NNK also provides Japanese lessons for foreigners living in Niihama.

Feel free to contact us at:

Niihama Kokusai Kōryū Kyōkai (Niihama International Center)

Tel:0897-65-1579 E-mail:niihamashikokusai@gmail.com

What's New?

Niihama City

No.347

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Young Employees Actively Promote Minetopia Besshi

(Ehime Shimbun: May 3, 2024)

In April, a work-ready new staff member joined Minetopia Besshi, a tourist facility showcasing Besshi Copper Mine in Niihama. Toda Koki (18) was a member of the UNESCO Club at Niihama Minami High School where he studied Besshi Copper Mine, promoted it nationwide, and worked as a volunteer tour guide at the site. He is eager to promote the attraction alongside Nagayasu Mai (26), another former member of the UNESCO Club.



Toda has wanted to work for Minetopia Besshi since his days as a tour guide in high school where he started to develop ideas on how to promote the local attraction. Minetopia Besshi was the only job he applied for after high school. He belongs to the Sales Division and is in charge of dealing with tour companies and group tours.

When people ask about the history and characteristics of the copper mine over the phone, he answers them clearly. He hears from many future customers that they plan on visiting soon. He says with a smile, "The knowledge which I got in the UNESCO Club helps me a lot."

Although he feels happy every day, he feels that unlike in his high school days, he is more responsible for everything now that he is a salaried employee. He is doing his best with a positive attitude toward work, trying to do the job that only can do.

Nagayasu joined Minetopia Besshi in 2021 after graduating from a university in Matsuyama. She is in charge of public relations, in addition to sales. She makes flyers from her experiences of the UNESCO Club in which she prepared a lot of documents for visiting lectures at junior high schools.

She set up an Instagram account (@minetopia.official) and updates it regularly. Hoping many people will be interested in Niihama, she introduces the seasonal sightseeing spots in the city as well as Minetopia Besshi. This industrial heritage, of which local people are proud, is likely to attract much more attention through the young employees' efforts.

¥100 Shops

(Ehime Shimbun, February 21, 2024)



An avocado cutter? How many times will I really use this? But the price tag makes me want to buy it in a ¥100 shop. Glancing at the wide array of smartphone cables, I'm amazed by the variety, from charging cables to ones used for data transfer.

Daiso, a pioneer in the field of ¥100 shops, puts up to 800 new commodities up for sale every month. Smartly anticipating their customers' desires, the company has a market size on track to exceed one trillion yen as of fiscal year 2023, according to the Teikoku Databank, Ltd.

Daiso's post- ¥100 shop strategy is also now in progress. They have shifted into high value-added commodities such as camping wear, which correlate with the current outdoor boom. In the flagship store that opened two years ago in Ginza, the Imabari towel played a role in creating a sense of luxury.

The founder of Daiso, Yano Hirotake, died a few days ago. He married when he was a student and inherited a fish aquaculture business from his wife's family but ran into huge debt. He changed jobs from one to

another, finally setting his eyes on the mobile sale of daily necessities. Setting up a company at the age of 29, he was so busy that he was forced to put ¥100 tags on every product.

Even amid the rapid growth of the business, he always kept his mantra of "self-denial of successful experiences". The business will decline unless there is progress. To avoid that, it is necessary to deny the present situation. The continuous appearance of new products that make our lives a little bit happier exemplifies this philosophy. The repetition of this success story makes us wonder whether it's a savior amid inflation or an offspring of deflation.

How to Protect Yourself from Heavy Rain

(Ehime Shimbun: July 18, 2023)

When there is heavy rainfall in a short period of time, even urban areas far from rivers can experience flooding from water in sewers or gutters. Water flows into underground rooms or parking lots rapidly, and water pressure prevents doors from opening. If you are located underground, it is hard to understand the conditions outside so be sure to check weather information frequently. If you feel uneasy, evacuate to a safer place as soon as possible.

When roads flood you aren't able to see your feet, creating danger of falling into an uncovered utility hole or gutter. If you are out and the sidewalk floods to the point where the water is ankle-deep, don't try to go home, rather locate a sturdy building nearby and make your way to the top. Stay away from railway underpasses and main roads because they flood easily.



July Events

City swimming pool in Shinonome opening

The Ten Yen swimming pool is a famous seasonal summer spot in Niihama.

Date: July 1st (Mon) ~ August 31st (Sat) 10:00 a.m. ~ 6:00 p.m.

Closed days: ○July 26th (Fri) A fireworks festival will be held. It will be rescheduled in case of rain.

○August 9th (Fri) The swimming pool will be used only by handicapped children and adults after 12:00 p.m.

Fee: ¥10 for junior high school students and younger
¥60 for high school students and older
No free days for the pool

For further information, please call the Civic Gymnasium at 34-1888



Fireworks festivals in and around Niihama

☆ Niihama

Date: July 26th (Fri) 8:00 p.m. ~ 9:00 p.m.

Place: Kokuryou-gawa, riverbed area

Phone: 0897-65-1261/33-5581

In case of rain, it will be postponed to July 29th, 30th or 31st



☆ Saijo

Date: August 17th (Sat) 8:00 p.m. ~ 9:00 p.m.

Place: Kamo-gawa, riverbed area

Phone: 0897-56-2605 (Saijo Tourist Association)

☆ Shikokuchuo: Doi Summer-Festival

Date: August 15th (Thu) 8:00 p.m. ~ 8:50 p.m.

Place: Seki-gawa riverbed area

Phone: 0896-28-6320 (Shikokuchuo-City, Doi Branch Office)

Online Information in English from Niihama City

☆ A Guide for Living in Niihama



☆ The Niihama Medical Institution Map



☆ How to Sort Your Trash and Garbage



☆ What's New? in English



☆ Niihama Tourist Information

<https://niihama.info/>



☆ Help with legal matters, discrimination, insurance, etc
Japan Life Guide

(Nationwide service) multilingual



☆ Yoriso Helpline for foreigners

[TEL:0120-279-338](tel:0120-279-338) 10:00 a.m. ~ 10:00 p.m.

Multilingual Your privacy will be protected.