



The Poverty Rate of Children in Japan Is 16.3%...

Our Japan team, in collaboration with the Roppongi Hills Christmas Market 2014, is encouraging shoppers in Japan to make a difference this holiday season through the Purchase with Purpose program, the fifth year running for this charitable undertaking.

From November 29 to December 25, whenever shoppers use their MasterCard card for Christmas shopping or dining at the Roppongi Hills luxury retail and entertainment complex, they can enhance the lives of needy children.

The poverty rate for children in Japan is 16.3%, while the average for the 34 countries of the Organisation for Economic Co-operation and Development (OECD) is 13.3%, indicating that the situation in Japan has been worsening. Due to the high cost of education in Japan, a gap is appearing between the educational opportunities for the wealthy and those of limited means. Given that insufficient education can restrict salary potential, the problem tends to be a vicious cycle for the poor.

To help remedy the situation, our team is donating part of its transactional proceeds to Kids' Door, a nonprofit established in 2007 to support children who have difficulty furthering their education due to financial circumstances.

We will also donate 100 JPY to Kids' Door each time someone "Likes" a post about the Christmas Market on the MasterCard Japan Facebook page. Last year, more than 7,000 Likes were recorded.

Speaking at the Christmas Market's opening ceremony on November 28, Division President for Japan Robert Luton said, "MasterCard is proud to be part of this great annual tradition event for the fifth year, encouraging shoppers to make a difference with our Purchase with Purpose program. Thank you all for joining us here today. I hope that you will use your MasterCard cards to enjoy the Christmas market this holiday season and contribute to a very worthy cause." We have donated over 8,700,000 JPY in support of needy Japanese children through Purchase with Purpose since 2010.