

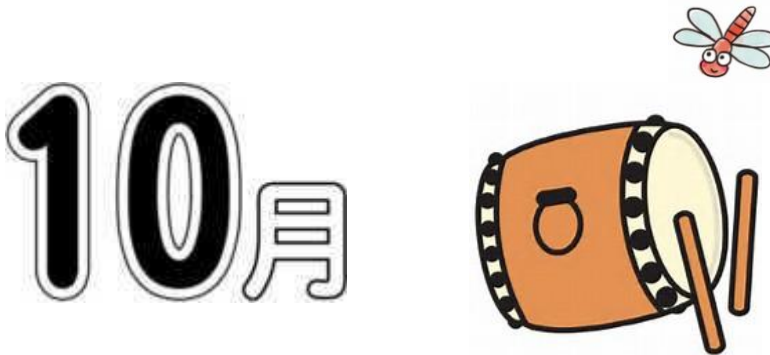
# What's New?

Niihama City

No.266

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Published by SGG Niihama



## What is the personality of Ehimeites?

**Keiko Uraji, a gift concierge**

(from Ehime Shimbun May 4, 2017)

I found an interesting article on SNS the other day. “Institute of Media Plus” conducted research on the stress index of about 70,000 women from age 20 to 69 all over Japan and it announced the ranking of "low-stress" prefectures. “Low-stress” means that a person feels fine in their daily life and keeps a balanced mind against stress. Surprisingly, the women of Ehime have the least stress in Japan. They pointed out the reasons why the women of Ehime have low-stress:

1. mild climate
2. few disasters
3. many gentle people
4. many hot springs
5. nature near the town
6. strong love for their hometown

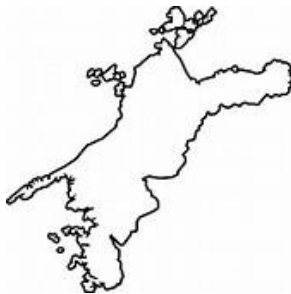


Indeed!! I quite agree with what they say.

Ehimeites are commonly accepted as gentle and easygoing. Ehime is blessed with a mild climate so people did not have to work so hard to get food compared to other regions. As a result they evolved to be gentle and easygoing.

Although generally they are fine and easygoing, they can also be quite hasty. They tend to turn right impatiently before a car passing straight in the opposite lane. This risky way of driving is often seen. This bad habit gave birth to the shameful expression “Iyo no Hayamagari” , which roughly translates to "People in Ehime behind the steering wheel turns right instantly" (Iyo refers to the old name of Ehime). My husband often comments that my personality is hasty, but also optimistic and positive. I believe this personality of Ehime is quite lovable.

Unfortunately, I am often disappointed that the good points of Ehime are seldom known in Tokyo where I live now. Few Tokyoites know accurately where Ehime is located. Even if they know about Imabari Towels but they don’ t know that they are produced in Ehime. If we take some tactics in talking with them, we can make them more aware of Ehime. I make sure to say when I introduce Matsuyama, “Matsuyama, Ehime, Shikoku.” And in texting on SNS, I write “Matsuyama, Ehime,” or “ Matsuyama, Ehime, Setouchi.”



**Information in English & Chinese on the Web**

**\*What’s New?**

**\*How to sort garbage and trash**

Visit  <http://www.city.niihama.lg.jp>

**Clair:\*Multilingual Living Information**

<http://www.clair.or.jp/tagengorev/en/index.html>

## Niihama Taiko Festival at Ikku Shrine (Taiko gathering and Competition)

Tickets to watch Taiko Festival at Ikku Shrine are available for foreigners.

Oct. 17<sup>th</sup> (Tues.) 10:30 ~

Tickets will be given free of charge to the first 20 foreigners.

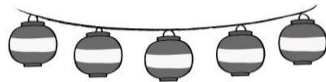
Application deadline date: Oct. 4<sup>th</sup>

Inquiry & Application: SGGNiihama

e-mail: yasumi@galaxy.ocn.ne.jp

tel: 090-9454-9688

(in English and Japanese)



### Main performance of Niihama Taiko Festival

\*Taiko Matsuri event to commemorate the 80<sup>th</sup> anniversary of the founding of Niihama city

#### **Ojoin area** 10/15~17

\* 10/15(Sun) 12:45-16:45 30 Taikos at Niihama Station  
(North side of Akagane Musium)

10/16(Mon)17:30-21:00 11 Taikos at Fresh Value, Ojoin

#### **Jobu area** 10/16~18

\* 10/17(Tue) 12:00-20:30 20 Taikos & 10 Taikos(Children)  
at Yamane Ground

There's a free shuttle bus from JR Niihama Station to Yamane Ground, round trip every 20 minutes(10:30-21:00)

#### **Kawahigashi & Kawanishi area** 10/15~18

\* 10/15(Sun) 12:45-16:45 30 Taikos at Niihama Station  
(North side of Akagane Musium)

10/16(Mon)17:00-18:00 10 Taikos at Showa-dori Street

10/17 (Tue) 9:30-11:00 15 Taikos at Kokuryo Riverbed

" 15:00-16:00 10 Taikos at Kojyo-mae

" 16:20-18:30 15 Taikos at Takihama Station

10/18(Wed) 9:00-10:00 10 Taikos at Ooe-hama

" 14:00-19:00 15 Taikos at Hachiman Shrine

" 14:30-16:30 10 Taikos at Ikkunomori-Musium

" 16:30-18:30 10 Taikos at Ikku Shrine

## A Sparrow in a Barber Shop

Written by Katsuaki Kamei



(from Ehime Shimbun June 21, 2017)

A barber in Tobe town has been taking care of a sparrow inside his barbershop. The bird first appeared when it was very small and still unable to see anything, perhaps abandoned by its mother.

I first encountered the sparrow when I opened the door to my favorite barber shop and it flew toward me twittering. I was able to dodge it but then it started twittering on the shoulder of a customer sitting next to me. The barber explained to me that he had saved the sparrow as a baby and fed it and now it lives in the shop and takes to humans easily. It has come to be loved by everyone. While I was having my hair cut sitting in the chair, it flew freely over my hands and shoulders. Sometimes it pecks my fine, soft hair to the point where I have to cry out, "Ouch!"

These days, the sparrow stays out for one or two nights without coming back, only to return again in spite of our thoughts that it might never return. It is a surprise to see a sparrow take to humans so easily. The barbershop is near Sakamura Shinmin Memorial Hall in Tobe town. Why don't you drop in if you have a chance to visit Tobe for sightseeing on the Tobe-tokaido tour? The sight of the sparrow is sure to warm your heart.



**SGG** would welcome any suggestions, questions or ideas for monthly articles.

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The editors for this month are **K.Kawabata & E.Okada**

# MOVIES

## TOHO CINEMAS Niihama (AEON Mall)

August 25 ~	WONDER WOMAN	2D English
September 9 ~	Dunkirk	2D English
September 15 ~	Alien : Covenant	2D English
September 29 ~	A Dog's Purpose	2D English
October 13 ~	War for the Planet of the Apes	2D English
October 20 ~	Atomic Blonde	2D English
October 21 ~	BARRY SEAL	2D English
October 27 ~	Blade Runner 2049	2D English

### Information Service

Internet: <http://niihama-aeonmall.com>

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

Movies might be changed without notice. Please check.

## Niihama Halloween Yokocho

Sunday, October 29th, 11:30-19:00

Admission: Free



Let's meet at Niihama Chuo Park in costume to celebrate Halloween!

The reception desk for the costume contest will open from 11:30.

There will be a wonderful present for first prize.

A dressing booth will be located in Bunka Shinko Kaikan Hall.

There's more: Halloween dance show, live performance, eating & drinking booth, student booth, and nail booth.

Please join!



For further information: 0897-34-5559 (Niihama Junior Chamber, Inc.)

# ONE POINT JAPANESE

## スポーツの秋

**A** : どんな スポーツが 好きですか。 Donna supōtsu ga suki desu ka.  
(What kind of sports do you like?)

**B** : そうですねー、バスケとか、サッカーとか、球技が 好きです。  
Sō desu nē, basuke toka, sakkā toka kyūgi ga suki desu.  
(Well, I like ball games, like basketball and soccer.)

**A** さんは? A-san wa? (How about you, A?)

**A** : 私は、バドミントンが 好きです。  
Watashi wa badominton ga suki desu.  
(I like badminton.)



**新居**浜は (バドミントンが) とても 盛んなんですよ。  
Niihama wa (badominton ga) totemo sakan nan desu yo.  
(In Niihama badminton is very popular.)

**C** : 私は、見るのは 好きですが、するのは ちょっと・・・。  
Watashi wa miruno wa suki desu ga, suru no wa chotto...  
(I like watching it, but playing it, well ...)

**A** : えひめ国体が 始まりましたね。  
Ehime kokutai ga hajimarimashita ne.  
(The Ehime National Athletic Meet has started!)

**B** : ええ、この間、テレビで 開会式を 見ました。  
Ee, kono aida, terebi de kaikaishiki o mimashita.  
(Yes, the other day I watched the opening ceremony on TV.)

**A** : 新居浜も、セーリングや サッカーなどの 会場 になっていますね。  
Niihama mo sēringu ya sakkā nado no kaijō ni natteimasu ne.  
(And Niihama is the venue for sailing and soccer!)

**応援**に 行きませんか。 Ōen ni ikimasen ka.  
(How about going to cheer for them?)

**B** : 実は バドミントンの 審判を しに、松山に行く こと になって いるんです。  
Jitsuwa, badominton no shinpan o shi ni, Matsuyama ni iku koto ni natte irun desu. (Actually, I'm going to Matsuyama to be an umpire for badminton.)

**C** : 私は 炊き出しの ボランティアを する 予定です。  
Watashi wa takidashi no borantia o suru yotē desu.  
(I'm going to work as a volunteer for cooking.)

**A** : 選手だけでなく、スタッフの 人たちも 頑張っているん です。ね。  
Senshu dake de naku, sutaffu no hitotachi mo ganbatteirun desu ne.  
(Not only the players but the staff are doing their best!)

< by Niihama Nihongo no Kai >

NNK also provides Japanese lessons for foreigners living in Niihama.

Feel free to contact us at: Tel 0897-34-3025 (Manami Miki).

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