

YURU
SPORTS

WORLD YURU SPORTS ASSOCIATION

WORLD YURU SPORTS ASSOCIATION was born in Japan in 2015.
We solve various social issues by making sports "YURU", which generally means *fun, free, generous, flexible, easy to approach etc.* in Japanese.



Now, why do we need YURU SPORTS, and what does it solve?

There are various issues in the world, such as "declining birthrate and aging population", "environmental problems", "economic disparities", "refugees", "discrimination among races, persons with disabilities and LGBTQ", "natural disasters" and much more. We decided to solve these social problems with "sports". However, rather than just playing existing sports, we aim to solve by creating new sports that anyone can participate and have fun regardless of age or gender. What is most unique about YURU SPORTS is that when creating new sports, we follow the Japanese-original concept of "YURU" (meaning *fun, free, generous, flexible, easy to approach etc.*).

Not only do we solve issues in Japan, but we aim to solve international issues around the world through YURU SPORTS.

Our Sports

Social issue:

Extending the life expectancy of the elderly



【Ton-Ton Voice Sumo】

Paper sumo-wrestling played with the voice. The sumo ring vibrates accordingly when the player says "Ton-Ton" to the microphone. This sport was made for the elderly's rehabilitation for the throat. It gives the elderly's opportunity to speak out loud and have fun playing sports at the same time.

Social issue:

Understanding of diversity



【Caterpillar Rugby (Imomushi Rugby)】

New type of rugby developed together with friends who regularly use wheelchairs. This rugby is played without using your feet, only by rolling around, and crawling along the ground. This sport can be enjoyed equally with wheelchair users and can be the trigger to understanding diversity.

Social issue:

Regional revitalization



【Hand "Fish" ball (Hangyoball)】

Himi City, Toyama Prefecture, Japan, needed to gain more recognition and publicity. In order to raise awareness, we developed together a new sport that combines handball and fishing yellowtail which is played/done actively in the region. As a result, this new sport was covered through various medias, and resulted to better recognition of the city.

Social issue:

Creating communication opportunities



【Baby basketball】

This sport uses a specially developed basketball that starts crying when moved violently. The rule is basically the same as basketball, but if the ball starts crying, the ball goes to the opponent team. Therefore, you just need to be slow and gentle. Baby basketball is usually used for corporate team building opportunities, and in events for interaction between different age and gender.

Social issue:

Building family relationship



【Sock-toss game (Kutushitamaire)】

In "Sock-toss game" the player needs to look for the sock with the same pattern, roll them up together, and throw into the basket. The team who has the most socks in the basket at the end wins. This sport encourages small children to have fun helping parents with the chores, and also encourages parent-child communication.



We developed more than 70 types of YURU SPORTS. Because if we made a sport for every type of disadvantage, surely everyone would find a sport they are good at.

These sports listed above are all featured often in various medias in Japan.



There are much more YURU SPORTS, so if you have any interest, please contact us at " info@yurusports.com " for inquiries.
Thank you!

