



July 10, 2024

SKY Perfect JSAT Corporation

SKY Perfect JSAT Donates a Portion of Sales from the "Crayons of the Mountains" to the Kingdom of Tonga Contribution from "SATELLITE CRAYON PROJECT" using Satellite Imagery

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & Chief Executive Officer: Eiichi Yonekura; "SKY Perfect JSAT") announced that it donated 440,000 yen from the sales of "Crayons of the Mountains" to the Kingdom of Tonga, an island nation in the South Pacific, at the end of June 2024. The "Crayons of the Mountains" were released in March 2023 as the second product of the "SATELLITE CRAYON PROJECT", which was launched in October 2021 to foster interest in the Earth through its vibrant and beautiful "colors" as captured by satellite imagery. The first product from the project, "Crayons from the Seas", resulted in a donation of 567,000 yen in September 2022 to the Republic of Kiribati, which is facing the threat of rising sea levels.



Hunga Tonga-Hunga Ha'apai © 2024, Planet Labs PBC. All Rights Reserved

"Hunga Tonga-Hunga Ha'apai" Volcano in the Kingdom of Tonga

[Upper left] Taken in June 2021, before the eruption. [Upper right] Taken in Jan. 2022 after the eruption.

[Lower left] Taken in May 2024, most of the island has now disappeared.

[Lower right] Crayon capturing the color of the Caldera Lake before the eruption.

In the Kingdom of Tonga, the "Hunga Tonga-Hunga Ha'apai" volcano, one of the colors for "Crayons of the Mountains," erupted between the end of 2021 and January 2022 in what was said to happen "once every 1,000 years". The eruption not only caused most of the island to disappear but also generated tsunamis throughout the Pacific Ocean, and the volcanic plume broke through the stratosphere and reached the mesosphere, about 57 kilometers above Earth, resulting in immense damage to the surrounding areas. The donated funds will be used for reconstruction support in response to the volcanic eruption and tsunami damage.

The "SATELLITE CRAYON PROJECT" aims create interest in the Earth by showcasing its treasures – the "colors" as seen from space. SKY Perfect JSAT will continue to donate a portion of the crayon sales to contribute to the preservation of the Earth's environment.

■ About the "SATELLITE CRAYON PROJECT"

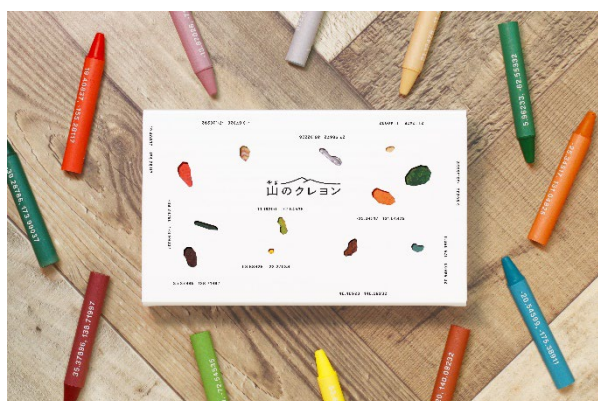
The "SATELLITE CRAYON PROJECT," launched by SKY Perfect JSAT in October 2021, aims to spark interest in the Earth through the vibrant and beautiful "colors" as captured by satellite imagery, fostering an even greater love for our planet. The project released its first product, "Crayons of the Seas" in January 2022, followed by the second product, "Crayons of the Mountains" in March 2023.

Official Website: <https://satellite-crayon.skyperfectjsat.space/en>

Official SNS: (in Japanese only)

X: [@satellitecrayon](https://twitter.com/satellitecrayon)

Instagram: [@satellite_crayon](https://www.instagram.com/satellite_crayon)



■ Product Information:

- Product Name : Crayons of the Mountains
- Contents : 12 colors
- Price : 2,420 yen (incl. tax)

· Available at : Amazon, Rakuten Market, Itoya Ginza, Ginza Tsutaya Bookstore, Museum Shops, etc.

· Locations of the 12 colors of the Mountains :

*The numbers in parentheses indicate the latitude and longitude of the locations where the colors were extracted

1. Mt. Everest, Chomolungma, Sagarmāthā, Nepal and China (27.98672, 86.92228)
2. Guiana Highlands (Auyan-Tepui), Bolivarian Republic of Venezuela (5.96233, -62.55332)
3. Fagradalsfjall, Iceland (63.88928, -22.27038)
4. Mt. Taranaki, New Zealand (-39.28786, 173.99037)
5. The Richat Structure, Mauritania (21.12478, -11.40002)
6. Hunga Tonga-Hunga Ha‘apai, Kingdom of Tonga (-20.54599, -175.38911)
7. Uluru, Ayers Rock, Australia (-25.34517, 131.04825)
8. Mt. Fuji, Japan (35.37896, 138.71997)
9. Machu Picchu, Republic of Peru (-13.16290, -72.54535)
10. Rainbow Mountain (Mt. Vinicunca), Republic of Peru (-13.87026, -71.30292)
11. Shirakami Sanchi mountain range, Japan (40.49920, 140.09232)
12. Kīlauea, Hawaii, United States of America (19.40837, -155.28117)

· Ingredients : Beeswax (40% of the ingredients), carnauba wax, edible oil, pigment, vitamin

· Packaging Size : 100mm (H) × 167mm (W) × 19mm (D) / 119g

· Planning/Release : SKY Perfect JSAT Corporation

· Satellite Imagery Provided by : Planet Labs PBC.

· Crayon Manufacturing : “Toichi Bungu Kougyousyo”

· Package Production : Fukunaga Print Co., Ltd.

· Package Design : Inoda Hokori, Yuria Takayama

· Voice Guidance : Gaku Hamada