

Children decide “kawaii” mascots for Tokyo 2020 Olympics

Notes & Cues:	Article: <p>The Tokyo 2020 Olympics and Paralympics have unveiled their own official mascots.</p> <p>The results were announced on February 28, a few days after elementary school students had cast their final votes to decide on the official mascot character design.</p> <p>It was the first time children have led the way in picking the mascot for the Olympics. Classrooms in 16, 769 schools, including schools for Japanese children living overseas, were given a vote each for casting ballots.</p> <p>The Olympic mascots resemble science-fiction superheroes. One is dark blue and white, in futuristic garb, decorated with a traditional checkered pattern dating back to the Edo era. The pink Paralympics mascot makes use of the traditional cherry blossom motif.</p> <p>Tokyo’s overall budget for the Olympics has been spiraling. It was roughly \$12.6 billion in mid-February. However, Tokyo has only brought in around \$3 billion in sponsorship so far, according to an announcement by the International Olympic Committee in early February. In a country that loves cute things, perhaps the mascots will bring in millions of dollars worth of additional revenue in sponsorship and franchising.</p>
Summary:	