

Mock Template

Email Subject Header:

Enter into Spring!
Can't go to Japan? We bring Japan to you

Enter into Spring!
Click to experience the beauty of spring

Virtual Cherry Blossom Tour

<https://earth.google.com/web/@37.5807385,138.3330145,-2.99313501a,1203337.26425887d,35y,0h,40.74660377t,0r/data=Ci4SLBlqNmU5ZTVjMzNmZGM3MTFINmE4OWlxYjMxZWFiNDNjN2QiCG92ZXJ2aWV3>

HITACHI
Inspire the Next

Elevator / Escalator



As the weather turns warmer bringing along the light rays of hope and vigour, a new season unfolds blossom by blossom – and spring begins. April welcomes one of the most beloved seasons, characterised by breathtaking and ethereal views of cherry blossoms that adorn the streets of Japan.

Dating back to the 8th century, hanami or flower viewing has been the go-to tradition as family and friends gather under the cascading trees of cherry blossoms to admire its beauty. Often accompanied with an array of food from bento boxes, party drinks to spring-themed treats like hanami dango (a tri-coloured sweet dumpling), experiencing spring in full bloom.

Did you know a city of the same name, Hitachi city is a popular celebration spot? Filled with some 4,000 cherry blossom trees, Heiwa Dori (peace street) is one of the "100 famous cherry blossom places in Japan" and hosts the Hitachi Furo-Mono, a 15m-high spectacular floating parade of string puppet shows.

While the centuries-long celebrations remain very much different this year, the beauty of spring brings a timely reminder of renewal and new beginnings. Hitachi wishes you a blossoming spring filled with joy and health!

Take a Virtual Cherry Blossom Tour!

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