

[Yoshikichi] , An Official Mascot PR Manager of Yoshida Town

Yoshikichi is a water fairy born from the spring water of Oi River, which bring so many blessings to Yoshida Town, as it supports the development of eel farming, agriculture and industry.

Yoshikichi wears a castle keep hat with baby sardines decorated on the top, a pair of earrings made of chrysanthemum, a lettuce muffler, and pants with an eel tail.

Yoshikichi was designed by using town's symbolic construction, local specialties et cetera. He is making a real effort not only to delight children and adult but also to work hard for the promotion of town.

Yoshikichi merchandise including stationery, stuff toys et cetera, and local specialties are sold at the souvenir shop called "Shirasu no madoguchi " located at the parking lot of Nomanji Yama Koen (Nomanji Temple Mountain Park).

❖More info;

[Tourist attractions] : Koyama Castle Observation Deck et cetera

[Local specialties] : Shirasu (baby sardines) caught in Suruga Bay

Good-tasting lettuce using the clear irrigation water of Oi River

High-quality eels that are socked in the clean water of Oi River

[Town flower] : Chrysanthemum



Yoshikichi makes a surprise visit as a Santa Claus and distributes early Christmas presents to the children at local nursery facilities every year.



Yoshikichi participates in many events around Shizuoka Prefecture and leaves a memorable impression on everyone he meets.

