

News Release

February 4, 2025

LOGISTEED Participate in the 2025 Sapporo Snow Festival

LOGISTEED, Ltd. is pleased to announce that we are exhibiting a snow sculpture at the "2025 Sapporo Snow Festival," which is being currently held in Sapporo, Hokkaido from February 4 to 11.

The "Sapporo Snow Festival" began in 1950 when local students displayed six snow sculptures. This year marks the 75th anniversary of the event, with approximately 200 ice and snow sculptures on display. Following last year's participation, we aim to contribute to the promotion of Japan's unique snow culture and the revitalization of the region by exhibiting at this event, which attracts attention from both domestic and international audiences as a representative winter event in Japan.



The statue is made only of snow / The company introduction signboard of LOGISTEED

At the Odori 10-chome UHB Family Land, we exhibit a snow sculpture titled "Activities of LOGISTEED's Truck," which realistically recreates our group's truck that is active in the city. Since this venue is designed to be enjoyable for both adults and children, our company introduction signboard features our specialized vehicles, allowing a wide range of generations to learn about logistics trucks.

■ 2025 Sapporo Snow Festival Overview

Event period	From February 4 to 11, 2025
Venue	Odori venue, Susukino venue, Tsudome venue Our exhibition venue: Odori 10-chome UHB Family Land
Organization	Sapporo Snow Festival Executive Committee
Official website	https://www.snowfes.com/en/
Number of visitors last year	The 74th event (2024) had 2,389,000 visitors Total for Odori venue and Tsudome venue

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