

The Japanese characters 小千谷 are read as "Ojiya".

OJIYA CITY GUIDE

- [Declarations] 1. Declaration as a non-nuclear city of peace
 2. Declaration as a city that promotes health 3. Declaration as a snow-resistant city

[Emblem]



The outline represents snow crystals, in reference to the city's snow country origins. As the initial Japanese character of Ojiya, "小" is encircled in the center. This symbolizes Ojiya, a city that overcomes the snow, developing greatly through the harmony and cooperation of its citizens.

[Flower]
Daffodil



The daffodil is a flower that buds as the snow is thawing, heralding the coming of spring. Also known for its strong vitality, capable of withstanding the winter cold, it is grown by many households and is well loved by Ojiya residents.

[Fish]
Nishikigoi carp

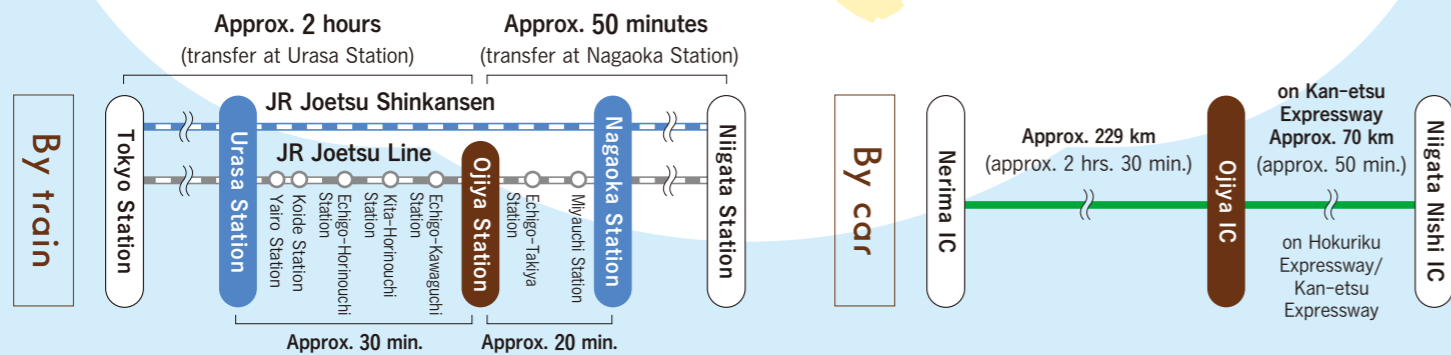
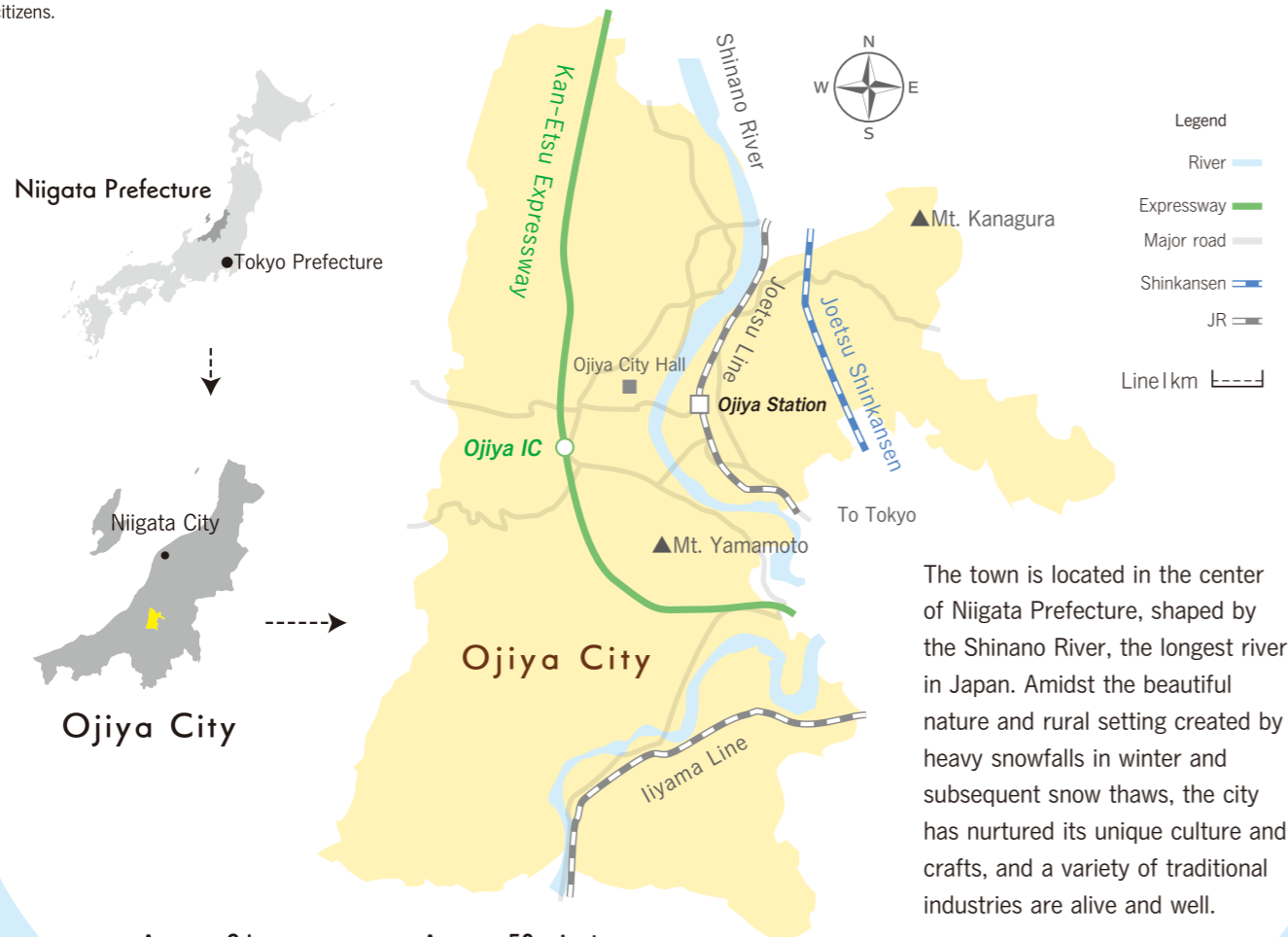


As a symbol of recovery from the Chuetsu earthquakes, this was designated on October 23, 2014, 10 years after the disaster. These graceful, powerful swimming figures symbolize hope for recovery and progress.

[Ojiya Mascot Character]
Yoshita-kun



Based on a bull from the local tradition of ushi-no-tsunotsuki bull sumo, his name is derived from yoshita!, a cry heard as each match is settled. Yoshita is a local dialect word that corresponds to the standard Japanese for "Good job" or "Well done."



*Does not include time required for transferring trains or waiting for trains.



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Ojiya City Website



LINE



Twitter



Instagram



YouTube



Ojiya City Data Book, web version

Ojiya City Data Book

Want to know more? Here you go!

おぢやに恋する

Fall in love with Ojiya

Welcome to OJIYA CITY

Sea of clouds at Mt. Yamamoto

The sea of clouds viewed in early mornings during fall, when temperatures vary greatly, is a fantastical scene.

Blessed with cultural and tourist resources such as Nishikigoi carp, ushi-no-tsunotsuki bull sumo, Ojiya-chijimi hemp fabric, and the Katakai fireworks, the city also has a thriving manufacturing industry that takes pride in its high technology and outstanding quality. Ojiya also makes committed efforts toward childcare and the child-raising environment. It's a town where people can enjoy life and enrich the spirit. Learn more about the abundant charms of Ojiya, and fall in love with it!



Hasagi, Ikegahara

The dignified appearance of these trees standing amid snowy fields has even been featured in TV commercials. This spot is popular among photographers from both inside and outside Niigata Prefecture.



冬

Winter

Buckwheat field in the Mt. Yamamoto Highlands

The "pure white carpet" that covers the entire area is at its peak from mid- to late September. Enjoy the beautiful landscape and buckwheat flowers.

秋

Autumn



Snow exposure for Ojiya-chijimi hemp fabric

This traditional technique makes the colors of the woven fabric more vivid. A demonstration is held annually at the site of the Ojiya Hot-Air Balloon Festival, held in late February.

Sunflower field in the Mt. Yamamoto Highlands

This spectacle of blooming flowers on the vast fields partway up Mt. Yamamoto, 336 meters above sea level, is breathtaking. In summer, Ojiya comes alive with brilliant color.

夏

Summer



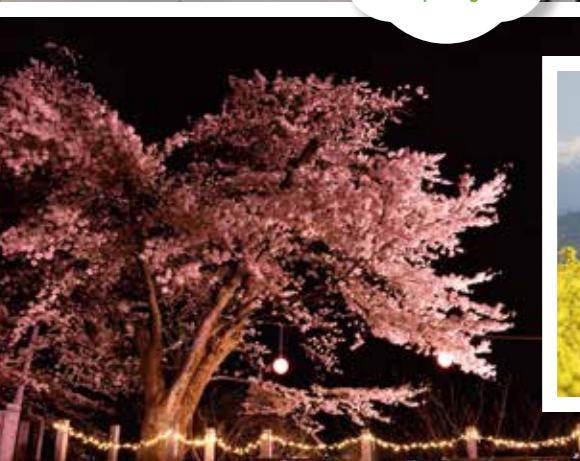
Terraced rice paddies in Sodenosawa

Terraced rice paddies located in the Iwasawa district seem to radiate a golden glow. The rice is grown in sunny rice paddies that take advantage of the mountain slopes, using spring water from the mountain.



春

Spring



Cherry blossoms in Funaoka Park

A famous place where magnificent cherry blossoms bloom every year. From mid-April, visitors can enjoy viewing cherry blossoms at night in a fantastical setting with illumination and paper lanterns.

Rape blossoms in the Mt. Yamamoto Highlands

The best time to see the "yellow carpet" of blossoms is during Golden Week in early May. It is also known for spectacular views of the Three Mountains of Echigo, among others.

Koi carp ponds in the Higashiyama area

Higashiyama has a large area of terraced ponds for farming of Nishikigoi carp. Combine the carp pond with sunrise or sunset for a truly photogenic shot.



Contents

The Appeal of Ojiya	04-07
Ojiya City Development	08-14
Ojiya Event Calendar	15

Tourism
観光に
恋する
おぢや

Fall in love with
sightseeing in Ojiya



Nishikigoi
carp

These are said to have originated about 200 years ago when edible carp mutated, gaining bright coloration. Since then, the breeding lines have continued to be researched and improved, and Nishikigoi carp have earned a great reputation both in Japan and abroad. In 2017, it was designated as an ornamental fish by Niigata Prefecture, and the "Rice cultivation and carp farming system utilizing the advantages of snow" was recognized as a Japanese Nationally Important Agricultural Heritage System. It has gained worldwide recognition as the "national fish" symbolizing the beauty of Japan.

Click here
for the video



Nature
自然に
恋する
おぢや

Fall in love with
nature in Ojiya



Ojiya
Hot-Air Balloon
Festival

A two-day winter tradition held in late February. As the colorful hot air balloons float over the snowy field, their burners roaring powerfully, the crowd's energy reaches its peak. The first night features the fantastical light show of the Glowing Balloon Festival, with hot air balloons and fireworks. Take a test ride and enjoy the view from the sky.

Click here
for the video



The only museum

for Nishikigoi carp in the world Nishikigoi no Sato
Japan's "swimming jewels," carefully nurtured in snow country

There is a Japanese garden outside and a viewing pond inside, so visitors can witness these beautiful "swimming jewels" up close at any time. Visitors can feed and actually touch the Nishikigoi carp too. In one section, visitors can learn about the history of Nishikigoi carp, their varieties, and breeding methods. This is a great spot for appreciating and experiencing Nishikigoi carp, which are garnering attention worldwide.

Nishikigoi no Sato



Address: 1-8-22 Jonai, Ojiya City

Great for families!

Enjoy gentle mountain hiking
Pick up some famous water at the trailhead,
and head to the summit for a spectacular view.

A 384-meter-high nearby mountain, known locally as joyama ("castle mountain"). Baba Shimizu, Niigata Prefecture's famous water located at the entrance of the trail, is perfect with tea or coffee. The trail is wide and easy to walk, offering spectacular views of Ojiya City from the top of the mountain! The hike takes less than 2 hours as a round trip, so it can be enjoyed with children.

Mt. Tokimizujo



Address: Tokimizu, Ojiya City

Pokemon manholes
Find the Pokemon-themed
manhole covers!



A manhole cover depicting the Pokemon "Magikarp" has appeared! Find all four types of Pokemon manhole covers while strolling around Ojiya City. (Total of four types installed)
©Pokémon. ©Nintendo/Creatures Inc./GAME FREAK Inc.

Soothing hot spring waters and
the delicious food of Ojiya
Relaxing and refreshing

The spring is characterized by its mild, lukewarm waters. At the bathhouse, men and women can enjoy Japanese-style Tsumugi-no-yu and Western-style Chijimi-no-yu bathing on a weekly basis. In the dining area, visitors can enjoy hegisoba buckwheat noodles and other dishes made with local ingredients.



Roadside Bathhouse Chijimi no Sato
(Day spa facility)

Address: 1670-1 Hiu-ko, Ojiya City

Designated by the national government
as an Important Intangible Folk
Cultural Property
History and culture come alive in
ushi-no-tsunotsuki bull sumo

The fierce fighting between two gigantic bulls and their wild breathing is very vivid and real! The first tournament is held on May 3 every year, and an event is held every month until the final bout in November. The live commentary at the venue is easy to understand, so even first-time spectators can feel at ease.



Ojiya Bullfighting Ring

Address: 2453 Koguriyama, Ojiya City

An easy way to
experience country living.
Day trips and overnight farm stays

Two programs are available: a one-day program where even inexperienced farmers can enjoy cultivating vegetables, and a stay program where visitors can fully enjoy countryside life at a farm with German-style "laube" accommodation facilities. Get a taste of farm living at a farm nestled in the great outdoors!



Ojiya Kleingarten
Fureai-no-Sato

Address: 1814-2, Shiodono-ko, Ojiya City

Learn, play, and stay
A great spot for exchanges
among citizens, regions, and cities

Inside the museum, visitors can experience and learn through a train driver simulator and a diorama of the Shinanogawa Power Plant, while outside they can enjoy camping, barbecues, and playing in the snow during winter. Accommodation facilities are available for study camps and training programs.



Ojiya Shinanogawa Hydroelectric
Power Station Ojāru

Address: 1216-3 Yamamoto, Ojiya City

One of the best places in Honshu
to see migrating hawks
Observation Point!



At the top of Mt. Yamamoto, observe columns of hawks circling in the clear autumn sky. Many visitors come from outside the prefecture to capture this breathtaking sight on their cameras.

Ojiya, with its four distinct seasons,
is a place to experience
the richness of life! I enjoy the great
country life while messing
around in the soil in my own field.



Relocated from Tokyo
Urei Seino

I became friends with a koi carp farmer
in Ojiya, and learned a lot about
Nishikigoi carp. This place is truly
a mecca for Nishikigoi carp!
A lot of nice people live here too.



Emigrated from
the Philippines
Roel Yoshida

Culture
文化に
恋する
おぢや

Fall in love with
culture in Ojiya



Katakai Fireworks

The Katakai fireworks dedicated to Asahara Shrine by the people of Katakai to celebrate coming-of-age events, 60th birthdays, and so on are known as the Katakai mountain fireworks. These are known as one of Echigo's three major fireworks events, along with the Kashiwazaki seaside fireworks and the Nagaoka river fireworks. The finale of the festival features the world's largest and most spectacular Yonshakudama fireworks, which blossom in the autumn night sky of Ojiya! This attracts spectators from inside and outside of the prefecture.

History
歴史に
恋する
おぢや

Fall in love with
history in Ojiya



Ojiya-chijimi fabric

Considered of outstanding quality, Echigo linen was presented to the Shogun during the Edo period. Around this time, Ojiya-chijimi fabric was born, characterized by the unique crispness of its warp yarn, powerfully twisted to produce a wrinkled texture known as shibo. This superior handcrafting technique is designated as an Important Intangible Cultural Property of Japan and is also registered as a UNESCO Intangible Cultural Heritage.

Symbol of Katakai,

town of fireworks

The full-size launching tubes are of impressive scale.

The monument that symbolizes Katakai, the birthplace of Sanshakudama fireworks, is open to visitors 24 hours a day. The launching tube used to launch 420-kilogram Yonshakudama fireworks is 5.2 meters long and 1.8 cm thick, made of steel, and is particularly eye-catching. Try to capture the fireworks and the monument in a single photo for a great Instagram shot.

Katakai, a town of fireworks and artisans Monument



Address: Katakai-cho, Ojiya City
(Search for "Fireworks and Artisan Town Katakai Monument")

Hemp fabric

with pleasant coolness and textured feel

Try and purchase fabrics at the Ojiya-Chijimi Textile Workshop

On the first floor of Ojiya City Sun Plaza, Orinoza showcases an exhibition of Ojiya-chijimi hemp fabric, a weaving demonstration, and a coaster weaving workshop. At Takumi-no-za on the second floor, purchase a wide variety of goods, trend-setting apparel, and interior goods made from woven fabrics.

Ojiya-Chijimi Textile Workshop



Address: 1-8-25 Jonai, Ojiya City (inside Sun Plaza)

Literary Monument to Ryotaro Shiba's Touge



The front and back of the literary monument are inscribed with the handwriting of Ryotaro Shiba, who depicted the life of Kawai Tsugunosuke in his novel "Touge." The book was made into a movie in 2022.
Address: West end, Koshi-no-Ohashi Bridge, Takanashi-cho, Ojiya City

Japanese festivals are the best in the world.
Feel the energy of people, culture, and history.
I visit Katakai Fireworks every year.
The power and beauty of the fireworks
are amazing!



Emigrated from
the Philippines
Roel Yoshida

Conveying the history and prosperity of Ojiya A long-established Japanese restaurant over three stories

A restaurant serving Japanese cuisine that has been in business since the Edo period. The building is a registered Tangible Cultural Property. The "Ume-no-Ma" room, where Kawai Tsugunosuke is said to have taken a late lunch after the Ojiya peace negotiations broke down at Jigen-ji Temple, is still carefully preserved.



Tochu

Address: 11-11 Motomachi, Ojiya City

Achieving education where everyone can learn The first public elementary school in Japan opened here

Born into a merchant family dealing in Ojiya-chijimi fabric, Hiroki Yamamoto actively advocated for the importance of education for children, and that everyone should have the opportunity to learn. He gave up his private fortune to open Japan's first public elementary school, Shintokukan (now Ojiya Elementary School), in Gochi-in.



Gochi-in

Address: 14-7 Motomachi, Ojiya City

Honorary Citizen Titles

Appointed July 28, 1964

Contributed to the development of Niigata
Prefecture through his business acumen

Saisaburo Nishiwaki 1880-1962



He made large donations to public works projects and invested in a scholarship fund to train human resources. Contributed to the development of industry and education in Niigata.

English literary scholar
and great poet

Junzaburo Nishiwaki 1894-1982



With works such as his first collection of poems, *Ambarvalia*, and *No Traveler Returns*, he made a major impact on the world of contemporary poetry.

Popular for their smooth texture and firm bite.
A specialty dish from a town of textiles



Hegisoba noodles use a seaweed called *funori* as a binding agent. It was also used to glue down the threads when weaving Ojiya-chijimi fabric, unique to this textile-weaving town. The word *hegi* derives from a square plate-shaped container.

Appointed November 18, 1969

An authority in the field of forestry
management during the Showa era

Yataro Sato 1889-1971



He led forest management studies by conducting surveys and research on natural renewal of forests, which utilizes natural forces to regenerate (renew) forests.

An indomitable banker,
and a huge baseball fan

Toshi Kaneko 1900-1982



He contributed to the development of Japan's economy, culture, and sports. A bust commemorating his life can be found near the baseball field in Hakusan Sports Park.

I was so surprised at the beauty of the blotchy
Ojiya-chijimi fabric when it was exposed
in the snowy fields!
This tradition keeps the wisdom of
our ancestors alive,
just like *hegisoba* noodles
made with *funori* seaweed.



Relocated from Tokyo
Urei Seino

Five Actions for the Future

Ojiya City is implementing various initiatives to become a city where everyone can live happily in comfort. Here, the city presents various projects encompassing childcare, education and welfare, building a stable social infrastructure, and promoting immigration.

- Action 1** A town that cultivates future happiness
- Action 2** A town where skills and resources are put to use
- Action 3** A town where people can live in vigorous good health
- Action 4** A town where everyone can live in peace
- Action 5** A town that expands circles of acquaintance

Continuous support from marriage to raising children!

Ojiya City has various programs and systems in place to continuously support and encourage its citizens from marriage to raising children. Ojiya City also provides useful information via LINE and through its city guides. Residents are encouraged to take advantage of our marriage and parenting support services.

1 Supporting marriage



Tokimeki Meguriai Marriage Support Program

The Meguriai Support Center supports those searching for a wonderful partner through matching and events! No membership fee. For more information, please see the QR code.



2 Supporting pregnancy



Subsidies for infertility treatment expenses

In order to reduce the financial burden of infertility treatment and fertility treatment, subsidies are provided for out-of-pocket expenses for such treatment. Please contact the Health and Childcare Support Department for details on procedures.

3 Supporting childbirth



Postpartum care program

To ensure a smooth start to new life with a baby, new mothers can receive mother and child care, advice on breastfeeding and childcare at medical institutions on one-day sessions or overnight stays. The city offers support for raising children with peace of mind.

CLOSE UP!

Asueru Health and Childcare Support Center



Asueru Health and Childcare Support Center provides seamless support for everything from pregnancy to raising children, and also runs programs related to child welfare and so on. The Center also operates the Wan Park facility to support parents in raising children as well as a nursery for sick and recovering children, and an Education and Childcare Section to promote educational policies.

4 Supporting child-rearing



Comprehensive Parenting Support Center

This comprehensive consulting service provides seamless support for pregnancy, childbirth, and child rearing. Public health nurses are available for various kinds of consultation.



Wan Park

Supports the raising of children by holding fun events and seminars as a place for parent-child interactions, providing consultation and information on child-rearing, and offering temporary childcare services.



Nursery room for sick and recovering children

The city provides childcare services so that parents can work with peace of mind while children who need to receive medical care at home for illness or injury cannot go to school or nursery school.



Family Support Center

Those who wish to request childcare assistance (requesting members) and those who wish to provide it (providing members) each register as members. This membership-based organization promotes mutual assistance to support childcare in the community.

ROAD MAP

Life Plan Support! Roadmap



Meeting people



Support for meeting a wonderful partner

People who live or work in the city and intend to live there in the future can join and receive support for matching and marriage-oriented counseling. Marriage activity events are open to all, regardless of residence.

A full backup system to support happiness among couples

Relocation assistance grants are available for those who move from the Tokyo metropolitan area, if they meet the requirements. Partial subsidies are also provided for the cost of acquiring or remodeling a home in the city.

- 1 Main forms of support
- ▶ Organizing marriage activity events
 - ▶ Matching based on introductions to potential partners
 - ▶ Marriage counseling, and more

- 1 Main forms of support
- ▶ Subsidy for acquiring a home to promote settling in the city
 - ▶ Relocation assistance grants, etc.



Marriage

- 2 Main forms of support
- ▶ Issuing maternal and child health handbook
 - ▶ Medical expense subsidies for expectant and nursing mothers
 - ▶ Hosting Ubugoe antenatal classes for parents, etc.

Pregnancy



Support for secure maternity experience and preparation for childbirth

Classes are given by midwives, public health nurses, and dietitians to help residents welcome babies with peace of mind. Consult with the Comprehensive Parenting Support Center about any concerns.

Mental and physical postpartum recovery and childcare support

Postpartum recovery care, lactation advice, and consultation support for baby care are available. Classes that parents can attend with their babies are also available.

Childbirth



- 3 Main forms of support
- ▶ Home visits for all families with newborn infants
 - ▶ Prenatal and postpartum support services
 - ▶ Baby First campaign, etc.

Ongoing support for those raising children

Raising children



- 4 Main forms of support
- ▶ Child allowance
 - ▶ Medical expense subsidies for children
 - ▶ Infant medical checkups
 - ▶ Nursery schools, certified childcare facilities, etc.

Child allowances and subsidies for children's medical expenses reduce the financial burden of raising children. Support is provided based on the child's stage of growth and family situation.

CLOSE UP!

Ojiya Shigoto Miraijyuku (Ojiya Work Future Program)

Driven by through industry-academia-government collaboration, this program gives all junior high school students in Ojiya City the opportunity to understand and experience the local industries that underpin their hometown of Ojiya, and to learn about attractive employers and businesses in the city.



Education



Hometown education

Promoting human interactions and hands-on learning activities utilizing local educational resources to foster a sense of hometown love and pride by learning about Ojiya's nature and culture.



Disaster readiness training

Through Ojiya Disaster Readiness Classes and similar programs, the lessons learned from previous earthquakes are passed on, and children are given an awareness of disaster prevention, so that they can safeguard their own lives.



Special needs education

The city seeks to maximize the abilities and potential of every child with a disability, cultivating their ability to be independent and participate fully in society.



ICT education

To cultivate their skills in information use, students learn basic computer operations, application of information for problem-solving, programming skills, and so on.

Sports



Top athlete support

Offering support for athletes with top-level athletic ability and ambition who aim to compete in the Olympics or Para-Olympics, and who are expected to perform well.



Various sporting events

The city strives to provide opportunities for citizens to watch and participate in sports events, so they can be thrilled by sports, dream of sports, and enjoy a variety of sports.

Industry



Food manufacturing

Manufacture of rice crackers and rice food products that take advantage of the unique characteristics of Ojiya, a rice-producing region, is thriving at the moment. The outstanding quality and taste of these products are acclaimed both inside and outside of the prefecture.



Agriculture (rice, cauliflower, etc.)

In addition to the nationally renowned Uonuma Koshihikari rice, Niigata is one of the largest producers of White Diamond cauliflower in Japan.



Industrial sites

In order to promote local industries and expand employment opportunities, Ojiya aims to attract companies by securing and creating land for new company sites.

CLOSE UP!

Techno Ojiya Master Classes



This is an initiative to maintain and pass on important technical skills in local industries beyond the company/employer framework. In addition to nurturing budding technicians, the program helps revitalize industry throughout the region.

Environment



Global warming countermeasures

The city promotes decarbonization through the use of renewable energy, such as solar power generation at the Katakai Comprehensive Center and geothermal heat utilization at Nishikigoi-no-Sato.



Release of salmon fry

Since 2013, this project has been sponsored by the Uonuma Fisheries Cooperative and JR East, with the aim of harmonizing the river environment and water usage of the Shinano River.



Waste reduction and recycling

The city is actively working to improve the efficiency of waste collection, transportation, and treatment, including sorted collection, recycling, and composting, in order to help achieve a recycling-oriented society.

A town that cultivates future happiness

A town where skills and resources are put to use

TOPIC

The employment rate for women is above the prefectural average! Women can play active roles in Ojiya

Women are making significant inroads into society and working in all kinds of ways. Women also play active roles in Ojiya City. The employment rate* of 52.4% ranks 7th in Niigata Prefecture. Employment rates are particularly high among those in their 30s and 40s, which is very high among Japan nationally. Ease of living, such as a supportive environment for raising children, facilitates ease of working. Ojiya city continues to support the creation of an environment in which women can play active roles.

Employment rates for women

Ojiya City **52.4%**
(Ranked 7th among 30 municipalities in Niigata)

National average **52.4%** Niigata **51.5%**
(Ranked 25th in Japan among 47 prefectures)

*The percentage of employed persons in the population aged 15 and over Reference: Niigata Prefecture Databook—Index Handbook (2022) Prefectural and Municipal Edition / Index Edition

INTERVIEWS

Striving to make Ojiya a town of skilled workers



Ojiya Ironworks & Electronics Cooperative, which celebrated its 55th anniversary in 2022, currently comprises 63 member companies. These principally manufacture industrial goods—the components needed to make the consumer goods we use every day, such as automobiles, smartphones, and watches. Although consumers rarely see these goods, they are an indispensable component in the manufacture of products and thus supports Japan's industrial foundation. Since the opening of Techno Ojiya Master Classes, the number of technicians who have passed the National Trade Skills Test has increased dramatically. The city hopes to create a future virtuous cycle that brings jobs and people to Ojiya, a town of skilled workers, contributing to revitalization.



"Many residents of Ojiya are diligent workers and dexterous with their hands. These attributes are well suited to the manufacturing industry," says Hirokazu Sakamaki, President of the Ojiya Ironworks & Electronics Cooperative (President of Yukiwa Seiko Inc.)



Products are on display in Ojiya City Sun Plaza. Be sure to take a look at the Ojiya techniques on display.

CLOSE UP!

Rejuvenating health classes

The program is designed for Ojiya residents aged 60 or older who enjoy dancing to music and doing simple exercises and stretches to prevent stiff shoulders, back pain, and falls.



Promoting health



Shinano River terrace walk

Benefiting from an environment that promotes incorporating exercise habits into daily life, visitors can enjoy nature and local history while walking.

Lifelong learning



Club activities & exhibitions

Artists of all ages exhibit numerous works of Japanese painting, ink painting, and ceramics at the city's exhibitions. Citizens also take part in many activities such as sign language clubs.



Promoting nuclear-free peace

As opportunities to learn about the importance of peace, lectures are held on Japan's experience of the atomic bomb and junior high school students are sent to the Hiroshima Peace Ceremony.

Welfare for those with disabilities



Employment assistance

The city also provides a place to work for those who have difficulty finding employment with general employers, as well as the training needed to improve knowledge and abilities and support for general employment.

Medical care



Securing enough doctors & improving local medical care

In conjunction with Niigata Prefecture and local medical institutions, Ojiya City is working to secure enough doctors and improve local medical care.



Exercise science course to prevent frailty

To extend the healthy life expectancy of citizens, the city has established classes in collaboration with Niigata University to conduct research on mobility and prevention of frailty.

INTERVIEWS

“The mouth is our gateway to health.”

Ojiya Kita-uonuma Residential Dental Care Coordination Office
Sayuri Ohashi, Dental Hygienist

Ojiya City provides ongoing dental health guidance such as fluoride mouthwash, dental checkups and health advice, and cavity prevention classes. Ojiya City is actively working to prevent tooth decay, and ranks first in Niigata Prefecture for low rates of adult tooth decay! As well as brushing teeth, the key is to enjoy snacks in moderation in short windows of time. Until about the fourth grade, parents should finish brushing children's teeth carefully, while encouraging their children's efforts. Prevention of periodontal disease is also important, because it is associated with the risk of dementia and arteriosclerosis. Oral care is closely related to extending healthy life expectancy.

Ideally, toothbrushes should be replaced monthly!



Disaster readiness



Bosai Park

In the event of a disaster, this site will be used as an emergency evacuation site where manhole toilets and cooking benches will be available, and as a place to construct emergency temporary housing.



Ojiya Earthquake Museum Sonaekan

This facility is designed to pass on the memories and lessons of the great Chuetsu earthquakes to future generations by providing disaster readiness education with electric simulators that simulates strong lateral shaking.

Safety



Traffic safety classes

The city promotes and raises awareness of traffic safety by educating children and the elderly about traffic rules and manners.

CLOSE UP!

Disaster readiness training

By drilling in preparation for large-scale disasters such as large earthquakes, voluntary associations and disaster readiness organizations in each municipality deepen their relationships and raise awareness of disaster readiness for everyone to protect their own life and property.



TOPIC

Ojiya has learned to live with snow

Ojiya is a place of extremely heavy snowfall. Not only do we fight to overcome snow, we enjoy it and we use it, making the most of its blessings and living alongside it.

Enjoying snow

At the Ojiya Summer Snow Festival held each summer, children love to play with snow that has been covered and stored with insulating sheets since winter! Enjoying the benefits of delightfully cool snow in midsummer is something that only a city deep in snow country can offer.



Overcoming snow

To ensure that daily life is not interrupted, snow-melting pipes have been installed on major roads and snow removal trucks are tasked with removing snow.



Using snow

Snow storage, utilizing snow-cooled thermal energy, enhances the flavorful components of rice, vegetables, and sake, making them even more delicious. We make the most of the wisdom of our ancestors, who lived alongside snow for ages.



A town where people can live in vigorous good health

A town where everyone can live in peace

CLOSE UP!

Telework Station Ojiya

Equipped with co-working spaces and meeting rooms, this facility can be used as a "third place"—separate from workplace, school or home. It can be used for any purpose, such as making the most of time spent waiting for trains or buses, or for teleworking.



A town that expands circles of acquaintance

Promoting interaction, relocation, and settlement



University student farm stays

This is an agricultural experience in which students stay at a farmhouse for a week, engaging in farm work and experiencing the reality of farm life, with the aim of learning about agriculture and rural life.



Local Vitalization Cooperator program

Having relocated from urban areas, these people engage in a wide range of activities while engaging with the community, such as working on issues and doing farm work.



Community buses and ride-share cabs

As an indispensable transportation for this mountainous region, the city operates a ride-share cab service and community bus service.



Hometown tax payments

Plenty of thank-you gifts brimming with all the charms of Ojiya!



See here for details

INFORMATION

See you in Ojiya!
Creating interactions, liveliness, and vitality

To support relocation, settlement, and entrepreneurship, the city actively works to convey the appeal of Ojiya, both domestically and internationally, through social media and delivering its consultation service in the Tokyo metropolitan area. The city also promotes support for activities that encourage more interactions among cities and local regions, as well as international exchange activities. Ojiya aims to develop a vibrant community where people come and go, where the circle of acquaintance expands.

Tokiwabashi Bridge Nishikigoi carp viewing pond

A viewing pond for Ojiya City Nishikigoi carp is located in Tokyo Torch, a new development opened in Tokiwa-bashi, Tokyo. This PR space is also used to promote rice crackers, sake, and other local specialties.



A city of exchanges

Ojiya City has various exchanges with six other local governments in Japan through disaster readiness agreements. While making the most of each other's cultures, industries, and regional characteristics, we constantly seek to expand the circle of exchange among citizens.



Ojiya is packed with fun things to do!

OJIYA EVENT CALENDAR

1

Jan.

●Sai-no-kami Festival

2

Feb.

●Yamaya Tsubono Honyarado Festival
●Ojiya Hot-Air Balloon Festival

4

Apr.

●Funaoka Park Cherry Blossom Festival
●Shinano River Terrace Walk

5

May.

●First bull sumo tournament
(at the Ojiya bull ring, held monthly up to November)

Katakai Festival

Held on September 9 and 10 every year. The town is energized by traditional events such as the launch of the world's largest Yonshakudama firework, as well as "tsutsubiki" and "tama-okuri". This festival takes pride in its 400-year traditions.

6

Jun.

●Rose viewing parties
(Ojiya Kleingarten Fureai-no-Sato)

7

Jul.

●Futarasan-jinja Shrine Festival



8

Aug.

●Ojiya Festival



Ojiya Festival

Huge karakuri lanterns are paraded with musical accompaniment and lively shouts. The finale, featuring the Super Wide Vesuvius Star Mine and approximately 7,000 fireworks launched by donations from local residents, is one of the most powerful sights in all Niigata.

9

Sep.

●Katakai Festival

10

Oct.

●Ojiya Trim Walking Event

11

Nov.

●Ojiya City Exhibition
●Nishikigoi Carp Show



Nishikigoi Carp Show

Nishikigoi carp breeders in Niigata Prefecture exhibit their multicolored Nishikigoi carp, compete for the best coloration and body shape. The show attracts many people, including the general public, Nishikigoi carp fanciers, and buyers from Japan and abroad, who come to catch a glimpse of these "swimming jewels".

See you in Ojiya!

