

February 19, 2024  
Tokyu Fudosan Holdings Corporation

DA PUMP and five breaking hopefuls, including Shigekix, to make dream collaboration!

## **JDSF breakdancing anthem "Pump It Up!" featured in tie-in commercial video**

Set in Shibuya's "next-generation landmark" Shibuya Sakura Stage

Tokyu Fudosan Holdings Corporation announces the production of a tie-in commercial video with the Japan DanceSport Federation Breaking (the "JDSF"), with which Tokyu Fudosan has signed an official partner agreement.

DA PUMP and the JDSF have jointly produced "Pump It Up!," a breaking anthem filmed at Shibuya Sakura Stage. This song will be featured in Tokyu Fudosan's tie-in commercial video.

Breaking (breakdancing) is drawing tremendous attention as it is making its Olympic debut at the Paris 2024 Olympic Games ("Paris 2024"). In this song, DA PUMP, a popular vocal & performance group with JDSF ambassador KENZO as a member, collaborated with Shigekix, who has already been selected for Paris 2024, and four other JDSF hopefuls including ISSIN, HIRO10, AYUMI, and RIKO. By featuring this song, Tokyu Fudosan supports breaking athletes competing on the global stage.



DA PUMP and (five) JDSF hopefuls



Shibuya Sakura Stage exterior

Based in Shibuya, Tokyu Fudosan has collaborated in the production of the music video for this song and its own tie-in commercial ad filmed at Shibuya Sakura Stage, scheduled to open to the public in July 2024. With the message "Let's venture into the world, from Shibuya," Tokyu Fudosan works with DA PUMP and the JDSF to add excitement to breaking, which goes global from Shibuya, the hub of street culture.

At the 5th JDSF All Japan Breaking Championship (Day 2) held on Sunday, February 18, a collaboration show by DA PUMP feat. TAKUMA THE GREAT and six athletes selected as the top three in the junior category was premiered.

■ About the song

Title: Pump It Up!

Artist: DA PUMP feat. TAKUMA THE GREAT

Lyrics: TAKUMA THE GREAT, m.c.A · T

Composition, arrangement: m.c.A · T, KO-ney

Release date: TBD

■ About tie-in commercial video

Title: Tokyu Fudosan Holdings & breaking & DA PUMP tie-in CM "From Shibuya to the world" version

Cast: JDSF hopefuls (B-BOYS: Shigekix, ISSIN, HIRO10; B-GIRLS: AYUMI, RIKO)

Produced by: Avex Music Creative Inc.

Filmed at: Shibuya Sakura Stage (Shibuya, Tokyo)

Platforms:

- Tokyu Fudosan Holdings' official YouTube  
30-second edition: <https://youtu.be/GBxd5FlxRiU>  
15-second edition: <https://youtu.be/xUoupO3HwGk>
- Tokyu Fudosan's official Instagram: [https://www.instagram.com/tokyu\\_land/](https://www.instagram.com/tokyu_land/)
- TV program (TBS network of 28 affiliated stations in Japan) \* Starting at 3:30 p.m. on Saturday, February 24

\* TV program: Tokyu Fudosan Holdings Breaking World Match 2024: First-ever Japan-US dance match to decide top dancer



■ About athletes \* WDSF world ranking as of December 27, 2023

- B-BOY



Shigekix (Shigeyuki Nakarai)  
1st, B-BOYS, WDSF BREAKING world ranking  
Unofficially selected for Paris 2024 Olympics



ISSIN (Isshin Hishikawa)  
WDSF BREAKING  
Unofficially selected for Olympic Qualifier Series 2024



HIRO10 (Hiroto Ono)  
13th, B-BOYS, WDSF BREAKING world ranking  
Unofficially selected for Olympic Qualifier Series 2024

- B-GIRL



AYUMI (Ayumi Fukushima)  
4th, B-GIRLS, WDSF BREAKING world ranking  
Unofficially selected for Olympic Qualifier Series 2024



RIKO (Riko Tuhako)  
6th, B-GIRLS, WDSF BREAKING world ranking  
Unofficially selected for Olympic Qualifier Series 2024



■ About breaking competition



Event name: Tokyu Fudosan Holdings Breaking World Match 2024  
Hosted by: Breaking World Match 2024 Executive Committee  
(Japan DanceSport Federation, Fukuoka Prefecture, Fukuoka Prefecture Sports Promotion Fund, RKB Mainichi Broadcasting Corporation)  
Supervised by: Japan DanceSport Federation (JDSF)  
Special sponsor: Tokyu Fudosan Holdings Corporation  
Date: Saturday, February 24  
Venue: Marine Messe Fukuoka Hall B (Hakata Ward, Fukuoka City, Fukuoka Prefecture)  
Broadcast: 3:30 p.m., Saturday, February 24, 2024, TBS network of 28 affiliated stations  
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