

Nihon Rikagaku Industry will be featured in this year`s 24 Hour TV`s Special Drama, `The Rainbow Chalk Miracle`.

Nihon Rikagaku Industry, the manufacturer of dustless chalk and Kitpas Rice Bran Wax Art Crayons, will be featured in this year`s 24 Hour TV`s Special Drama, `The Rainbow Chalk Miracle`, based on the book by Narumi Komatsu. Nihon Rikagaku Industry, based in Kawasaki City, Japan, hired their first intellectually disabled employee in 1960 and now more than 70% of their employees are people with disabilities. Filming is underway now and we invite all our supporters to watch.

24 Hour TV, an annual 24-Hour telethon to raise money for charity, has been broadcast by Nippon TV since 1978 and is a tradition of summer television in Japan. This year`s theme is "Connecting today on behalf of tomorrow" and the Saturday night drama hopes to answer the question, "What is happiness at work?" by featuring the inspiring story of Nihon Rikagaku Industry`s small factory as they develop new products to keep the company alive.

Airing:	Saturday, August 26 from 9:00 p.m. (Japanese only)
Network:	Nippon TV
Starring:	Shunsuke Michieda from Naniwa Danshi (道枝駿佑, なにわ男子)
Website:	https://www.ntv.co.jp/24h-drama2023/



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Our company was founded in 1937 and since 1960 we have been hiring employees with intellectual disabilities. We are inspired by the Zen Buddhist saying that teaches, "the real bliss of the human being is not receiving care from someone, but it is to be loved, to be praised, to be of help to others, and to be needed by others."

