

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

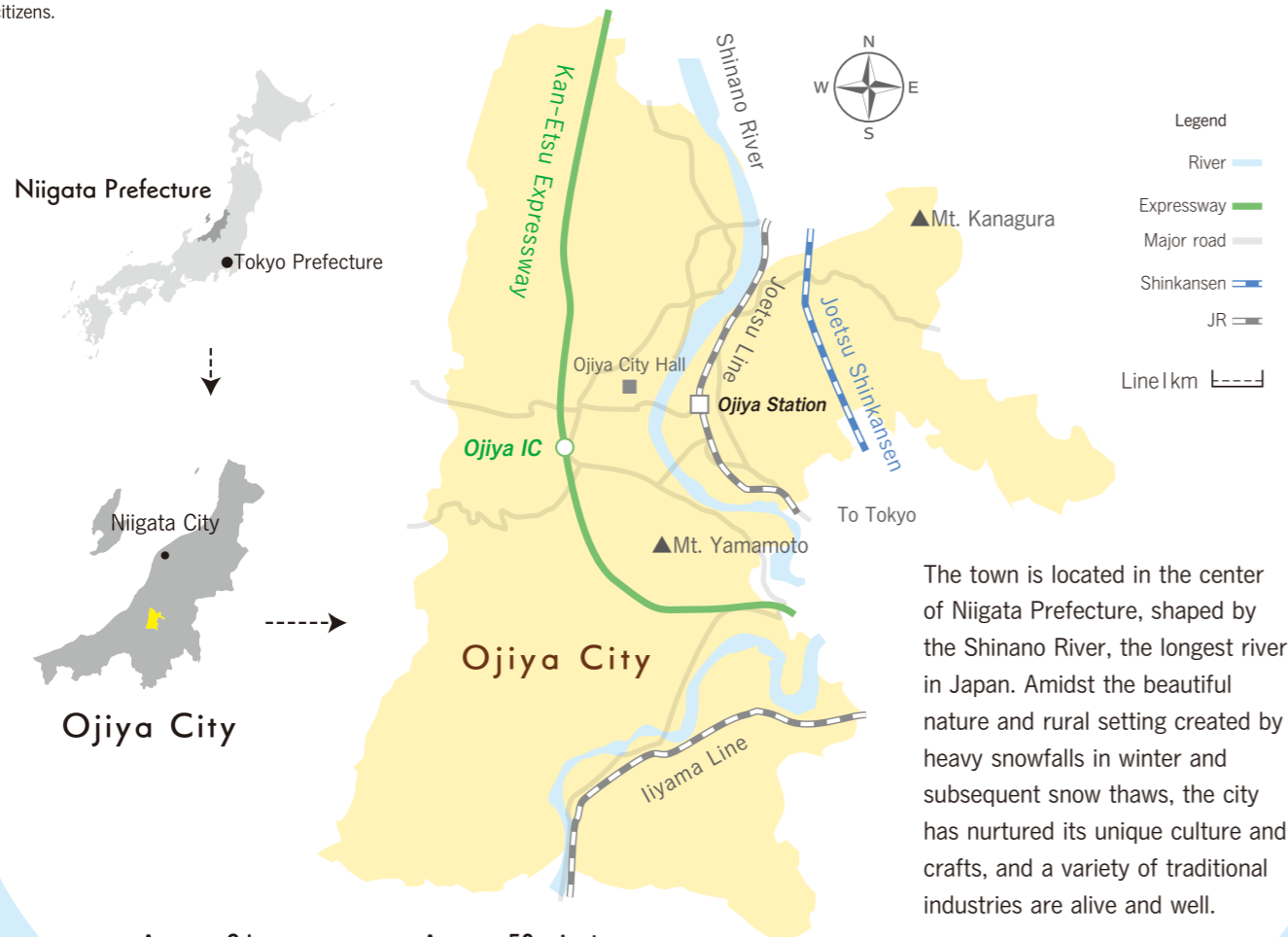


As a symbol of recovery from the Chuetsu earthquakes, this was designated on October 23, 2014, 10 years after the disaster. These graceful, powerful swimming figures symbolize hope for recovery and progress.

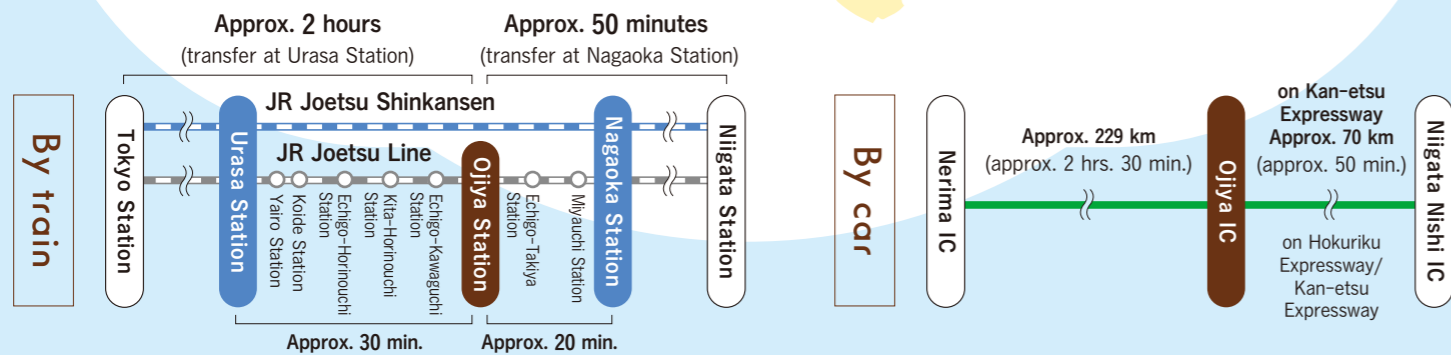
[Ojiya Mascot Character]
Yoshita-kun



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."



The town is located in the center of Niigata Prefecture, shaped by the Shinano River, the longest river in Japan. Amidst the beautiful nature and rural setting created by heavy snowfalls in winter and subsequent snow thaws, the city has nurtured its unique culture and crafts, and a variety of traditional industries are alive and well.



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



Ojiya City Guide, published March 2023.

Designed and produced by Hokuto Co., Ltd.

2-7-5 Jonai, Ojiya City, Niigata 947-8501

Phone: 0258-83-3511 (switchboard) Email: info@city.ojiya.niigata.jp



Ojiya City Website



LINE



Twitter



Instagram



YouTube



Ojiya City Data Book, web version

Ojiya City Data Book