



2011 marks the 100th anniversary of skiing in Japan! Skiing in Japan all started here in Niigata Prefecture!!

Lerch-san is a special Niigata mascot to promote the Japan's 100th anniversary of skiing.

How it Happened

In January 12, 1911, Major Theodor von Lerch of the Austrian Army gave systematic ski lessons to Japanese for the first time on the Mt. Kanaya in Takada-machi, Niigata (current Joetsu City). It is believed that was the beginning of the history of skiing in Japan.

Since then, the year 2011 marks Japan's 100th anniversary of skiing. To celebrate this special year, various projects are planned to promote winter leisure.

Lerch-san's Profile

Born in Pressburg (Bratislava: Current Capital City of the Slovak Republic). I came to Japan for research regarding its national capability originally. Somehow, I ended up in putting my efforts into winter leisure promotion in Japan. Like any army man, I'm always plotting something. I also describe myself as a person with a trusting nature who loves and is nice to children and ladies. Of course, I am good at skiing, but some people say behind my back that I can't perform 100% in real games sometimes...

MEET LERCH-SAN ON THE WONDERFUL SKI HILLS IN NIIGATA!



Lerch-san's Profile



(Real Name: Theodor von Lerch)

Age: 1?? years old (undisclosed)

Height/Weight/Measurements: Vary depending on situations

Personal History

Born in Pressburg (Bratislava: Current Capital City of the Slovak Republic).

I came to Japan for research regarding its national capability originally.

Somehow, I ended up in putting my efforts into winter sports promotion in Japan.

(As legend goes, he was praised and got carried away...)

Personality

Man of mischief, but with a trusting nature

A bit shy, but easily carried away by praise

Can't resist a request from a lady

Love children

Love to teach and take care of others too much

Good at skiing, but can't perform 100% in real games

Likes

Kenshinyaki (A type of *onigiri*, rice ball. Normally known as "*kensanyaki*" is pronounced "*kenshinyaki*" in the Kubikino area.)

Bryndzove Halusky (A famous Slovakian dish. Gnocchi made from flour and potato topped with a cheese sauce and baked bacon flakes.)

Sasadango, a Japanese sweet

Wine (I am a social drinker.)

Winner Coffee

Hot springs

Dislikes

Swimming (I can't swim.)

Dogs (They're scary.)

Heights (I don't like ski lifts, actually. They're scary, too.)