



City of Bellevue | Proclamation

- Whereas,** The City of Bellevue values its strong cultural and economic ties with Japan, including Yao in Osaka prefecture, our sister city since 1969; and
- Whereas,** Japan is one of Bellevue's top international markets for tourism spending, with a 64% year-over-year increase from 2023-2024; and
- Whereas,** Bellevue's sightseeing, unique shopping, multicultural cuisine, safe and clean atmosphere and access to the great outdoors make the city an appealing destination for Japanese travelers; and
- Whereas,** Visit Bellevue, the official Destination Management Organization for Bellevue, launched a marketing campaign for Japanese visitors to spur economic growth and promote overnight stays; and
- Whereas,** *Yuru-Chara* are beloved regional mascot characters that have become popular in Japan for promoting tourism and local pride; and
- Whereas,** The bobcat is a magnificent wild feline native to the Pacific Northwest, roaming Bellevue's parks and open spaces and admired for their strength, agility and resourcefulness – qualities that parallel the spirit of Bellevue; and
- Whereas,** Visit Bellevue has created a bobcat mascot named "Belle" to serve as Bellevue's official *Yuru-Chara* ambassador to symbolize Bellevue's natural scenic beauty while promoting the city as a destination for Japanese visitors.

Now, therefore, I, Lynne Robinson, Mayor of the City of Bellevue, Washington, and on behalf of its City Council, do hereby proclaim:

Belle the Bobcat

as the official *Yuru-Chara* mascot of the City of Bellevue. Her birthday is May 15 and she serves as an iconic symbol celebrating Bellevue's cultural ties to Japan and welcoming Japanese visitors to experience our world-class amenities, recreation and charm.

Lynne Robinson, Mayor
City of Bellevue