



### Gujo Rara-chan, mascot of Gujo city

Gujo Rara was born on March 1, 2014 in commemoration of the merger of Gujo city. She was named after two beautiful rivers running through the city, NagaRa and WaRa rivers. Taking the motif from the city fish "Ayu" or sweet fish, Rara has the city flower and tree, "Kobushi" magnolia and maple leaf on her head as well as the city emblem at her chest.

## Gujo Citizens' charter

Gujo city is blessed with rich nature and culture of long history and traditions. Our ancestors had cultivated and developed our hometown with unyielding spirit and sense of appreciations. To take pride in citizenship of Gujo based on the traditions we have inherited from our predecessors and to create our community open for everyone for the future, we hereby define the Citizen's Charter in the following.

1. Respect and enjoy the nature. Conserve the wealth of the natural environment.
1. Respect life, and nurture compassion and warmheartedness.
1. Always learn and encourage each other to create quality culture.
1. Enjoy physical exercise to keep sound spirit for healthy life.
1. Be proud of work and profession to make community fulfilling and ambitious.

Established on August 29th in 2005



**City flower**  
**Kobushi magnolia**

magnolia kobus

Kobushi magnolia has stark white flowers that blossom on bare branches of the trees before other plants hardly grow their sprouts.

Pure white petals are symbolic of peace and are associated with hopes for abundant harvest of the upcoming year and brighter future of Gujo.

[Selection August 29, 2005]



**City tree**  
**Momiji**

maples

Maple trees decorate hills of Gujo with colorful gradations and warmly comfort people's mind in late autumn with intermittent cold spur. They are the symbol of our commitment to conserve the beauty of our nature in Gujo.

[Selection August 29, 2005]



**City fish**  
**Ayu**

sweet fish

Ayu fish is a symbol of Gujo, the favorite of many citizens. It is very energetic to migrate upstream all the way through the rivers of Gujo where untouched nature preserves clean waters. Ayu is elegant in appearance and historically was presented to the Imperial Family as delicacy.

[Selection November 30, 2009]



**City emblem**

Our emblem is designed with the G of Gujo city, with the color green for beautiful hills, the blue for crystal clear water, and the orange for the sun and flowers as well as a spirited citizenry. An overarching crescent symbolizes the city with bright a future in harmony rich with nature, history and culture.

[Selection August 30, 2004]

#### Issued by Gujo city

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