



3121 Maple Drive, Suite 224 Atlanta, GA 30305 TEL: 404-842-1400 FAX: 404-842-1415
www.japanfest.org

PRESS RELEASE

FOR IMMEDIATE RELEASE

Wednesday, September 01, 2010

Contact: Jessica Cork
Consulate General of Japan
(404) 926-3020
cork@cgjapanatlanta.org

JAPANFEST 2010

Atlanta... JapanFest Weekend will be held on **September 18-19, 2010**, from **10 am to 6 pm (Saturday) and 10am to 5pm (Sunday)** at the **Convention Center at Gwinnett Center** (located at 6400 Sugarloaf Parkway, Duluth, GA 30097).

JapanFest, now in its 24th year, is the largest Japanese festival east of Houston and south of Washington, DC, and typically draws crowds exceeding 18,000. Organized by The Japan-America Society of Georgia, The Japanese Chamber of Commerce of Georgia, and the Consulate General of Japan, JapanFest is designed to promote understanding between Japanese and Americans in the Southeast.

Tickets are \$8. Children age 6 or younger free. Teachers can bring their students to JapanFest for free by applying online at www.japanfest.org. Larger organizations can save money by purchasing advanced ticket packages at www.japanfest.org.

The theme of this year's festival is **Discover Japan**. The festival will explore the unique aspects of the various regions of the Japanese archipelago. Despite its small size, the eight regions and 47 prefectures of Japan are known for their unique cultures, dialects, art forms, and foods, which will be highlighted at this year's festival. We have two headlining performances. The first is **The Japanese Folk Dance Institute of New York Inc.**, which will present a medley of dances from all over Japan, including *Iyo Manzai*, the five fan dance from Ehime Prefecture, *Yagi Bushi*, an umbrella dance from Tochigi and Gunma Prefectures, *Hanagasa Odori*, a flower hat dance from Yamagata Prefecture, and *Eisa*, a summer festival dance from Okinawa, as well as favorites such as the *Shishi Mai* (Lion Dance) and *Sakura* (Cherry Blossoms). **Mr. Bunbun**, who is joining us all the way from Atlanta's sister city, Fukuoka, Japan, will present his one-man show kids and adults alike are sure to love. Princess Sarah of the planet Cosmos has come down to Earth to search for a strong man who can save her son, who has been swept away by an evil circus troupe. Oh no, the Earth is in danger of exploding! Never fear, Aishu Kamen is here! Can his crazy methods save the prince?? Find out at JapanFest!!

Additionally, JapanFest 2010 will feature a variety of musical performances sure to suit all ages and interests, including taiko drumming by Maturiza, Okinawa Kenjin-kai Atlanta Eisa Taiko Group, and Smith Academy Taiko Club, J-Rock and J-Pop by Fujiyama Roll, classical piano by Pumpkin Club Piano Academy, violin by North Georgia Suzuki Strings, and vocals by Cosmos & Euphony Japanese Women's Chorus Groups and Seigakuin Atlanta International School.

Dance performances will include classical and modern Japanese dance by Clemson University Japanese Culture Association, Hiko no Kai, International Mai no Kai, Japanese Folk Dance Institute of New York, Kozakura Kai, Nishizaki Suiga no Kai, Para²Mahou, Pegasus International Education Center, Sho no Ryu, and Winters Chapel Kindergarten and Daycare Center. All are invited to join in the spirited Bon dance!

JapanFest, Inc. is a non-profit 501(c)(3) organization, whose mission is to improve the understanding and appreciation of the bonds between Japanese and American culture in the Southeast United States. The celebration of this friendship centers on an annual festival of contemporary and traditional Japanese culture entitled JapanFest.



3121 Maple Drive, Suite 224 Atlanta, GA 30305 TEL: 404-842-1400 FAX: 404-842-1415
www.japanfest.org

Fact Sheet

- Dates:** September 18-19, 2010, from 10 am to 6 pm (Saturday) and 10am to 5pm (Sunday)
- Location:** Convention Center at Gwinnett Center, 6400 Sugarloaf Parkway, Duluth, Georgia 30097
Venue phone: 1-800-224-6422; Venue website: www.gwinnettcenter.com
- Cost:** \$8.00. Children 6 and under are free.
- Phone:** 404-842-0736
- Website:** www.japanfest.org
- Organizers:** The Japan-America Society of Georgia, The Japanese Chamber of Commerce of Georgia, and the Consulate General of Japan.
- Mission:** The mission of JapanFest is to improve understanding and appreciation of linkages between Japanese and Americans residing in the Southeastern United States through an annual salute to Japanese culture and friendship entitled JapanFest. This celebration will promote multicultural education, encourage social harmony, and ensure the cultural integrity of JapanFest by providing an appropriate mix of authentic contemporary and traditional programs on Japanese art and culture. Activities will include a wide variety of performing arts, demonstrations, hands-on workshops, and exhibitions. These grassroots efforts will be coordinated by the Japanese Chamber of Commerce of Georgia, The Japan-America Society of Georgia, and the Consulate General of Japan in Atlanta and implemented by a host of community volunteers. JapanFest is committed to organizing a self-sustaining event, supported in part by non-Japanese Chamber of Commerce and non-Japan-America Society of Georgia members, and is expected in due time to be profitable enough to provide meaningful financial support to educational endeavors in Georgia.
- History:** What is now referred to as "JapanFest" began in 1981 as Japan Week, a biannual series of Japan-related cultural events organized by the Consulate General of Japan that took place around the city of Atlanta. In 1986, the name was changed to JapanFest, and the Japanese Chamber of Commerce of Georgia, the Japan America Society of Georgia, and the Consulate General of Japan organized their own events under the title of JapanFest. In 1993, the first Picnic and Sports Day was held at Mercer University. In 1995, Picnic and Sports Day became Japan Day at the Atlanta Botanical Gardens. In 1996, JapanFest moved to Stone Mountain Park and became an annual event. In 1997, JapanFest, Inc. was incorporated as a non-profit corporation. In 2009, JapanFest had 16,000 attendees.
- Sponsors:** Delta Air Lines, AFLAC, The Coca-Cola Company, Gas South, Georgia Lottery, Sapporo USA, Georgia Power Community and Economic Development, TOTO, Kuraoka Clinic, Toppan Interamerica Inc., Yamaha Motor Corporation USA, Elesys North America Inc., Honda Precision Parts of Georgia, Toyo Tire North America, Inc., JFC International Inc, KPMG, and Nippon Life Benefits.
- Awards:** JapanFest was selected as a Top 20 Event by the Southeast Tourism Society in 2003 and 2010, and was a 2004 recipient of the Certificate of Commendation from the Minister of Foreign Affairs of Japan for its contributions to the friendship and goodwill between Japan and the United States.
- Synopsis:** JapanFest, one of the largest Japanese festivals in the country, is an annual celebration of Japanese culture. JapanFest features taiko drum concerts and dance performances, martial arts demonstrations, cultural workshops including tea ceremony, kimono, and calligraphy, children's games, Japanese food & beer garden, bonsai trees, contemporary and traditional music, and a traditional Japanese shopping arcade.



3121 Maple Drive, Suite 224 Atlanta, GA 30305 TEL: 404-842-1400 FAX: 404-842-1415

www.japanfest.org

PERFORMERS

- Aishu Kamen
- Clemson University Japanese Culture Association
- Cosmos & Euphony Japanese Women's Chorus Groups
- Fujiyama Roll
- Hiko no Kai
- International Mai no Kai
- Japanese Folk Dance Institute of New York
- Kozakura Kai
- Maturiza
- Nishizaki Suiga no Kai
- North Georgia Suzuki Strings
- Okinawa Kenjin-kai Atlanta Eisa Taiko Group
- Para²Mahou
- Pegasus International Education Center
- Pumpkin Club Piano Academy
- Sho no Ryu
- Smith Academy Taiko Club
- Winters Chapel Kindergarten and Daycare Center

WORKSHOPS

- Japanese Embroidery Center
- ParaPara Dance Workshop for Beginners
- The North Georgia Haiku Society
- Suburban Atlanta Kite Enthusiasts
- Turn your origami into a centerpiece in your home! – Sachiko Kogure

MARTIAL ARTS

- Aikido Center of Atlanta
- Atlanta Bujinkan Dojo
- Atlanta Katori
- Atlanta Kendo Kai
- Georgia Japanese Language School Kendo Club
- Georgia Kyudo Renmei
- Georgia Sumo Association
- IOGKF Georgia USA - Tenchi Family Karate
- Japanese Swordsmanship of Gwinnett
- Peachtree Aikikai Atlanta LLC
- Shotokan Karatedo Yajima Dojo
- The Kyudo Alliance

- U.S. Taido Association
- World Oyama Karate - Takahashi Dojo

MADE IN GEORGIA

- Elesys North America Inc.
- Hoshizaki America, Inc.
- Japan External Trade Organization
- JOHO Systems, LLC
- Kubota
- Kuraoka Clinic
- Murata Electronics
- Nihon Clinic Atlanta
- Nippon Life Benefits
- P&F USA, Inc.
- Satori-e Technology (America) Inc
- Seigakuin Atlanta International School
- Shionogi Inc
- Toppan Interamerica Inc.
- TOTO USA INC.
- TSG U.S.A., INC.
- Yamaha Motor Manufacturing Corporation of America
- Yanmar America Corp.

RESTAURANTS

- Joli Kobe
- Kotobuki Cafe
- Shoya Japanese Restaurant
- Suno Dessert
- Sushi Niko Niko
- Sushi Yoko Japanese Restaurant
- Taka Sushi Café
- Tomato Japanese Grocery Store
- Umaido
- Waraku Japanese Restaurant

EXHIBITORS AND VENDORS

- Akinori Ogata (NASCAR)
- Akio and Akiko Ueda
- Arise Bazaar Productions LLC
- Aroma Relax / Beads Lounge
- Atlanta Bonsai Society
- Atlanta Language Institute
- Atlanta Okinawa Kenjin Kai
- Atlanta-Fukuoka Sister Cities/Fukuoka-kai
- Azure Enterprises
- Best Anime Shop
- Combi USA
- Consulate General of Japan

- Dassai Sake
- Fused Glass Art by Yuri Hashimoto
- Georgia Association of Teachers of Japanese
- H.I.S. International Tours
- Hakkaisan Sake Brewery
- Horino Shodo School
- House of Anime
- IACE Travel
- JET Alumni Association of the Southeast
- Japanese American Citizens League
- Kana's Arts
- Kawaii gifts
- Kaz Style Creations
- Ken Inoue
- Kikusui Sake Brewery
- Kimono USA
- Konnichiwa Club
- Middle Tennessee Anime Convention
- Miholanta Beads Jewelry
- MomoCon
- Momonoki Yochien
- Mutual Trading Company
- NHK Cosmomedia America, Inc (TV JAPAN)
- Okinawa Bingata
- Oriental Arts and Gifts
- Paperquilts.com
- Pegasus International Education Center
- Phil Fung Studio
- Pica Pica
- Ryukyu Bana
- Ryukyu Shop
- Sahara Japanese Architectural Woodworks, Inc.
- SakeStory (KIAI)
- Sanrio
- Sekizen
- Shimazakura Kimono Shop
- Simple Solutions, Independent Dist. for Zija International
- Southern STS/GoVisitJapan
- Tasha's Bowtique
- The SWISS Trilingual School
- Toramaru Entertainment LLC
- Washi Accents



3121 Maple Drive, Suite 224 Atlanta, GA 30305 TEL: 404-842-1400 FAX: 404-842-1415
www.japanfest.org

Additional Facts

1. The biggest Japanese festival in the Southeast

JapanFest Weekend at Gwinnett Center typically attracts 18,500 visitors. This makes JapanFest the largest Japanese festival south of Washington, DC and east of Houston, TX.

2. The entire Japanese community participates

In addition to more than 93 local Japanese cultural groups, performers and exhibitors, 17 Japanese companies display their products, and 77 Japan-affiliated companies support the festival by purchasing pre-sold ticket packages. Many of Georgia's 8,000 expatriate Japanese (most of whom work for one of the more than 350 Japanese companies in Georgia) participate in JapanFest either as volunteers or by visiting the festival with their families.

3. Wonderful Volunteers

One major secret to JapanFest's success each year is the growing cadre of volunteers, last year totaling more than 150 not including performers or exhibitors. Comprised of an almost equal mix of Japanese and Americans (a wonderfully diverse group!), our volunteers work tirelessly to make each JapanFest the best ever!

4. Diverse group of visitors

Visitors to JapanFest Weekend include people from a variety of ethnic backgrounds, not just Japanese. In 2008, 45% of attendees were white, 28% Asian, 14% African-American, 7% multi-racial, and 6% Hispanic.

5. Size and scale of JapanFest

Since its inception in 1986, JapanFest has steadily attracted more attention. In 1996, the venue of JapanFest Weekend moved to Stone Mountain Park from the Atlanta Botanical Gardens, and in 2007 we moved once again to Gwinnett Center.

1998	9,000 visitors (JapanFest became a 2-day festival for the first time)
1999	16,000 visitors
2000	18,000 visitors
2001	14,000 visitors (Postponed one month due to the events of September 11)
2002	18,000 visitors
2003	20,000 visitors Theme: 150 th Anniversary of US-Japan Relations
2004	20,000 visitors Theme: Momotaro
2005	17,000 visitors Theme: Fukuoka-Atlanta sister city relationship
2006	17,500 visitors Theme: Martial Arts
2007	18,500 visitors Theme: Japanese food
2008	14,000 visitors (Decline due to gas shortage) Theme: Tale of Genji
2009	16,000 visitors Theme: Cool Japan



3121 Maple Drive, Suite 224 Atlanta, GA 30305 TEL: 404-842-1400 FAX: 404-842-1415
www.japanfest.org

JAPANFEST 2010

PUBLIC SERVICE ANNOUNCEMENT

:30

JAPANFEST, ONE OF THE LARGEST JAPANESE FESTIVALS IN THE COUNTRY, WILL BE HELD SEPTEMBER 18 AND 19 AT GWINNETT CENTER. THE FESTIVAL WILL FEATURE TAIKO DRUM CONCERTS AND DANCE PERFORMANCES, MARTIAL ARTS DEMONSTRATIONS, CULTURAL WORKSHOPS, CHILDREN'S GAMES, JAPANESE FOOD AND BEER GARDEN, BONSAI TREES, AND CONTEMPORARY MUSIC. JAPANFEST IS ORGANIZED BY THE JAPAN-AMERICA SOCIETY OF GEORGIA, THE JAPANESE CHAMBER OF COMMERCE AND THE CONSULATE GENERAL OF JAPAN. FOR FURTHER INFORMATION, PLEASE VISIT WWW.JAPANFEST.ORG.

Start Date: August 1, 2010

End Date: September 19, 2010

Contact:

Jessica Cork
404-926-3020

:10

JAPANFEST WILL BE HELD SEPTEMBER 18 AND 19 AT GWINNETT CENTER. EXPERIENCE JAPAN THROUGH MUSIC, DANCE, WORKSHOPS, FOOD, CHILDREN'S ACTIVITIES, MOVIES, AND MORE! FOR DETAILS, PLEASE VISIT WWW.JAPANFEST.ORG.

Start Date: August 1, 2010

End Date: September 19, 2010

Contact:

Jessica Cork
404-926-3020