

## PRESS ANNOUNCEMENT For Immediate Release

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### **RELIVE The Sounds of the Shinsei Band**

San Francisco (November 25, 2008) – Unavailable for many years, the nostalgic big band infused Japanese recordings of the Shinsei Band will once again come alive in San Francisco's Japantown. From the mid 1950's into the 1980's, the Shinsei Band was one of the most popular amateur Japanese bands on the West Coast, performing at dances, concerts, the Sakura Matsuri, kenjinkai picnics, obons and countless other community events for well over 20 years.

During its heyday, the Shinsei Band recorded two LPs and a 45-rpm single of their most popular hit, "Sakura Matsuri Ondo." Out of print for decades and never before available on CD, these historic recordings have just been digitally re-mastered and released on two CDs. To launch these new



CDs, the Japanese Cultural and Community Center of Northern California (JCCCNC) will host a Shinsei Band CD Release Celebration on Saturday, December 6, 2008 at 2:00 p.m. in the JCCCNC Issei Memorial Hall, 1840 Sutter Street, San Francisco. This free event, which will include former band members, will be open to the public.

Lewis Kawahara, who researched and wrote the liner notes for the new CDs, noted, "Most of the song lyrics are in Japanese and may not be understood by a non-Japanese speaking audience. But remember, it is a community's voice, not just the music or sounds that should be heard and preserved. And the listener does not have to be Japanese speaking to appreciate good music."



Kawahara added, “This reissued collection of Shinsei Band music demonstrates how music is an important part of the social and cultural life of Japanese Americans. Music can serve as a symbol of change and understanding. We hope these CDs broaden the audience’s notion of American music, recognizing and appreciating the myriad of musical subcultures that constitute an integral part of the Japanese American/Asian

Pacific American cultural soundscape.”

The Japanese Cultural and Community Center of Northern California is proud to co-produce, in conjunction with Cord International, the music of the Shinsei Band.

“Preserving the sounds of our community is an important part of preserving the community itself, its past as well as its future. We would like to thank the members of the Shinsei Band for allowing us to share their music with the community again and we hope that the music will bring back memories and create new ones,” stated Paul Osaki, Executive Director of the JCCCNC.

Shinsei Band CDs will be available for purchase at the JCCCNC for \$13.00 each (\$11.50 for JCCCNC members).

For more information or to RSVP, please call (415) 567-5505.

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### **About JCCCNC**

Envisioned by the Japanese American community, JCCCNC will be an everlasting foundation of our Japanese American ancestry, cultural heritage, histories and traditions. The JCCCNC strives to meet the evolving needs of the Japanese American community through programs, affordable services and facility usage. The JCCCNC is a non-profit community center based in San Francisco.

