

PRESS ANNOUNCEMENT For Immediate Release

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JCCCNC'S Annual Fall Culture Tour

SAN FRANCISCO (August 20, 2009) – Fall in Japan is all about the colors, the change of the seasons, great weather and great food. The Japanese Cultural and Community Center of Northern California (JCCCNC) is pleased to announce its, “Colors and Crafts of Japan” Fall Tour to Japan from October 29- November 7, 2009.

This year, participants will be treated to the cultural and historic sites of Yamanashi and Ishikawa Prefectures in addition to spending time in both Kyoto and Tokyo.

Highlights of the tour will be to the Itchiku Kubota Art Museum and the Saiko Iyashi no Sato Village in Yamanashi. Kubota, an internationally celebrated artist is specifically known for reintroducing the tsujigahana style of kimono that was popular during the 14th to 16th century in Japan. This style of art incorporates shibori dyeing, embroidery and sumie. Recently,



several of his pieces were on display at the San Diego Museum of Art where the exhibit received critical acclaim for its intricacy, beauty and authenticity. In addition, participants will be able to apply their own talents by participating in a number of different traditional craft making activities at the Iyashi no Sato Village where a number of houses with kayabuki roofs have been assembled for historical preservation.



Featured highlights of Ishikawa Prefecture include a breathtaking visit to Kenrokuen - one of Japan's most famous gardens; a stroll through the Higashi Chaya District - a designated cultural heritage site to preserve the tea houses used by the geisha of the area, as well as a trip to Nomi City to participate in the Kutani Togei Mura Matsuri where thousands of Kutani ware will be displayed and sold by the artists themselves.

Tour participants will also be treated to a night at the Kajikaso Royal Hotel in the Kaga Region of Ishikawa Prefecture for a night of relaxation in their famous onsen and a regional kaiseki meal.

The tour will then proceed to Kyoto's Sanjo Kawaramachi for three days to enjoy Kyoto's main food district of Nishiki Koji and then onto Tokyo before departing back to San Francisco.

This specially created tour is designed to have its participants experience the local sites and foods of the places that they visit and is intended to accommodate a small group of participants so that they can thoroughly enjoy the sights, sounds and tastes of Japan. The tour is led by Diane Matsuda who has led cultural tours and exchange programs for the JCCCNC starting with the Kristi Yamaguchi Goodwill Tour to Japan in 1994 and has since then brought her love of Japan to thousands of individuals. Space is limited to 15 to 20 participants. Hurry now to sign up for this once in a lifetime adventure to the less traveled but historically famous sites of Japan.

The JCCCNC is also planning a very special tour in Feb of 2010, "The Snow Festivals of Japan" tour.

For specific information, please contact Ruby Hata at JCCCNC, (415)567-5505.

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About JCCCNC

Envisioned by the Japanese American community, the 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 administrative support and facilities for other local service organizations. The JCCCNC is a 501(c) (3) non-profit community center based in San Francisco.