

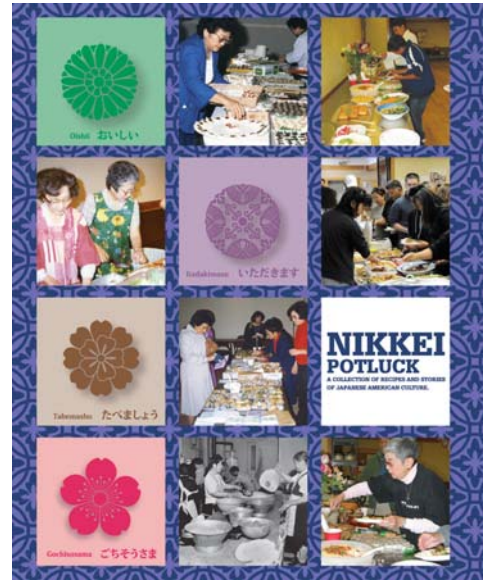
## PRESS ANNOUNCEMENT For Immediate Release

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### JCCCNC Announces the Launch of the *Nikkei Potluck Cookbook*

SAN FRANCISCO (September 16, 2009) – The Japanese Cultural and Community Center of Northern California (JCCCNC) is please to announce the launch of their first cookbook *Nikkei Potluck*, at their upcoming fundraising event TABEMASHO, on Saturday, September 19, 2009 at the JCCCNC.



*Nikkei Potluck*, comprised of four categories - Appetizers/Salads/Soups, Breads/Desserts, Chicken/Meat/Seafood and Vegetables, is rich with stories, poetry, photos and more illustrating the depth of meaning behind traditions and food within the Japanese American culture. There are over 150 recipes submitted by community members, of all ages, some in memory of their Nisei parents, many with stories of their childhood memories of their favorite family foods and even one with a haiku poem.

“Some of our fondest memories about our Japanese American community center around food, whether it was a community potluck, a family gathering, a celebration, a picnic or community festival, our memories of food are full of stories – collectively, personally and affectionately. It is food that reminds us, like and old song comforts us, talks to us and because it is engrained in our memories, food calls us and we remember people places and event in our lives,” states Paul Osaki, Executive Director of the JCCCNC.

The Nikkei Potluck Project actually began in 2005, as the JCCCNC was beginning to help plan for the 100<sup>th</sup> Anniversary of San Francisco’s Japantown in 2006 and in conjunction with the doctoral project for occupational therapist, Tiffanie Pon, OTR/L, OTD. The goal of

the project was to preserve, cultivate and promote the Japanese American heritage and culture through the development of a memoir cookbook showcasing and celebrating the history of food and the stories of food in our community. Osaki adds, "It has been a work in progress, slowly, lovingly, evolving and simmering like a great pot of oden, with each family's personal recipe and story adding its own flavor yet distinctly being a part of one community's history, struggle and triumphs...Enjoy!"

***Nikkei Potluck*** would not have been possible without the generous support of Kikkoman USA and The Henri and Tomoye Takahashi Charitable Foundation, as well as the cookbook project group, which includes Marjorie Fletcher, Susan Haramoto, Naoko Yoshimura Ito, Alice Wong Kawahatsu, Michie Koga and Lois Ohwa. The JCCCNC would also like to thank all of the community members who have submitted recipes, stories and have participated in the workshops.

Since ***Nikkei Potluck*** was created in binder format, the JCCCNC will add a page to their website later this year allowing you to download recipe page templates to add and share new recipes with the hope that these recipes and stories from our community will continue to be passed on to future generations.

The new ***Nikkei Potluck*** cookbooks will be available beginning September 19, 2009 for \$25.00 for JCCCNC members and \$30.00 for non-members, both inclusive of (9.5%) sales tax. For more information, please contact Lori Matoba at (415) 567-5505 or email [imatoba@jcccnc.org](mailto:imatoba@jcccnc.org).

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