



PRESS ANNOUNCEMENT For Immediate Release

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Friday Telethon on NBC Bay Area to Benefit Northern Japan Earthquake Relief Fund

March 17, 2011 (San Francisco, CA) - Bay Area viewers will have a chance to help survivors of Japan's earthquake and tsunami as NBC Bay Area kicks off an all-day fundraising drive on Friday, March 18 for the Northern Japan Earthquake Relief Fund. Phone bank begins at 7 a.m. at the Japanese Cultural and Community Center of Northern California (JCCCNC) in San Francisco, where volunteers from the Japanese American community will be staffing a phone bank for viewers to call in and make credit card donations. To make a donation, viewers may call the direct relief fund line at (415) 529-1322.

"We would like to thank NBC Bay Area and Comcast for donating their time and resources to help with this telethon. Without their support we wouldn't be able to host this telethon to improve outreach and raise critical funds that are in dire need in Japan" says Paul Osaki, JCCCNC Executive Director.

NBC Bay Area will be live at JCCCNC for NBC Bay Area at 5 p.m. and 6 p.m. with the 6 p.m. show dedicated to the very latest on rescue and relief efforts in Japan.

100% of all funds received by JCCCNC will go directly to the people in the Tohoku region of northern Japan most affected by the devastating earthquake and tsunami on March 11. Donations will be made to citizen relief efforts through the National YMCAs of Japan and other Non-Governmental Organizations that have a long history with JCCCNC because of joint relief efforts in 1995 after the Kobe earthquake. All agencies have agreed that no administrative fees will be taken so that donations can benefit those who need it most.

In 1995, JCCCNC raised more than \$600,000 towards citizen relief efforts in Kobe that helped supply food, water, clothing, and supplies and fund citizen search efforts. Donors also helped to feed and rebuild orphanages in Kobe, with which JCCCNC continues to have relationships with.

The Northern Japan Earthquake Relief Fund is a three-fold plan over the next several months:

- Relief (meeting immediate life saving and survival needs)
- Recovery (sustainability, temporary shelters, post traumatic stress counseling, supplies for children, families, and seniors)
- Rebuilding (community and neighborhood capital and improvement projects and programs)



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The Northern Japan Earthquake Relief Fund is part of a larger coordinated earthquake and tsunami relief response from the Japanese American community through the entire Bay Area.

Online donations can be made at www.jcccnc.org where updates will also be posted. Checks are also being accepted and can be made out to: Northern Japan Earthquake Relief Fund and sent to JCCCNC at 1840 Sutter Street, San Francisco, CA 94115. JCCCNC is a 501(C)(3) so donations are tax deductible to the extent of the law.

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About the 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.