

**PRESS ANNOUNCEMENT
For Immediate Release**

Contact:

Ryan Kimura, Director of Programs and Community Affairs
Japanese Cultural and Community Center of Northern California (JCCCNC)
1840 Sutter Street; San Francisco, CA 94115
(415) 567-5505 / rkimura@jcccnc.org
www.jcccnc.org

JCCCNC Celebrates 22nd Annual Children's Day Festival in Japantown

San Francisco (May 6, 2014) – On Saturday, May 3, 2014, over 1,000 people crowded Japantown Peace Plaza in San Francisco to celebrate the 22nd Annual Children's Day Festival in Japantown.

The event, organized by the Japanese Cultural and Community Center of Northern California (JCCCNC), with Event Sponsor Japantown East and West Malls, and support from The Henri and Tomoye Takahashi Charitable Foundation and the Hatsuho and Amey Aizawa Family Charitable Trust, celebrated children in recognition of the national holiday, Kodomo no Hi (Children's Day). The festival featured traditional Japanese crafts such as koinobori (wind carp), fishing and balloon games, food booths hosted by local community organizations, as well as dance and music performances including odori (traditional Japanese dance), hula, ukulele, taiko (drumming), shamisen (string instrument), kendo (martial arts) and singing and dancing by youth. Children enjoyed fishing for balloon yo-yos with twisted tissue paper, making koinobori and singing along with the different preschools from the neighborhood.



This year the festival also celebrated diversity as other ethnic non-profit organizations such as the Booker T. Washington Community Service Center, Filipino Community Center and the Samoan Community Youth Development Center provided crafts and information on how children are celebrated in their cultures.

The theme of this year's art contest was the Celebration of Children. The committee asked participating youth to answer the question, "How do you want to celebrate Children's Day?" through sketches and drawings. The 2014 Northern California Cherry Blossom Court selected the winners of the contest and awarded art supplies courtesy of Contest Sponsor

Sakura of America. Additionally, the JCCCNC collaborated with the Asian American Donor Program in helping to find “A Match for Bay.” The energetic 7-year-old Baylor is battling leukemia for the second time and is looking for a donor who is Japanese and German. For more information or to help, please go to www.facebook.com/amatchforbay.

The festival was the highlight of week-long celebrations where the JCCCNC offered traditional kimono dressing for children and hosted over 40 San Francisco public school classes and 900 students in the Children’s Day School Visit Program. Children recognized their favorite Disney characters in the Hinamatsuri (Girls Day) and Tango no Sekku (Boys Day) doll displays, crafted paper koi (carp), and created and enjoyed Sakura Mochi, generously donated by the Benkyodo Manju Shop. By learning about the national holiday, children were able to celebrate Japanese culture in a way that is meaningful to them, their friends, and their families.



For more information regarding next year’s Children’s Day Festival in Japantown, contact the JCCCNC at (415) 567-5505 or email programsevents@jcccnc.org. For sponsorship opportunities, email development@jcccnc.org.

Performance groups at the festival included: ABC Preschool, Clarendon Elementary School Taiko, Genryu Arts Taiko, Hālau Ka Liko Pua O Kalaniākea , Hideko Nakajima – Hauta and Shamisen, J-Town Boogie, Kirakiraboshi Choir, Madame Michiya Hanayagi Dance Group, Nihonmachi Little Friends Afterschool Program, Samoan Community Youth Development Center and the San Francisco Kendo Association.

Activity booths hosted by the following groups:

2014 Cherry Blossom Court, Balloon Angels-Pine United Methodist Church, Booker T. Washington Community Service Center, Children’s Choice Pediatric Care, Clarendon Elementary School JBBP, Consulate General of Japan in San Francisco, Filipino Community Center, Japanese American Citizens League (JACL), Japanese Community Youth Council (JCYC), Nakayoshi, Nichi Bei Weekly, Nihonmachi Little Friends, Rosa Parks Elementary School-JBBP, Samoan Community Youth Development Center, Vietnamese Youth Development Center, and Xperience.

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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.