

PRESS ANNOUNCEMENT For Immediate Release

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JCCCNC Annual Fall Auction Bid on Great Items for a Great Cause

San Francisco (August 18, 2010) – The Japanese Cultural and Community Center of Northern California (JCCCNC) will begin its 2011 Annual Fall Auction online from September 2nd to September 16th. It will take place on BiddingForGood.com, a charitable e-commerce company, to raise essential funds for the Center's programs, but more specifically for this year, to help reduce the large deficit incurred from the operation of the Northern Japan Earthquake Relief Fund.

When the Northern Japan Earthquake Relief Fund was established, the JCCCNC wanted to ensure that 100 percent of the donations went directly to supporting the victims and survivors in Japan. But, as a result of the tremendous outpouring of donations, the JCCCNC has had to incur the administrative costs of operating and managing the fund, estimated to be over \$200,000.00 by the end of the year.

The online auction will feature a number of fun and unique items - including Japanese ceramics and art work, gift certificates to Bay Area restaurants, retailers and spas, a ride on a San Francisco fire truck, wine tastings, sports memorabilia and much more.

To view and bid on the great items, log on to www.BiddingForGood.com from September 2nd and search for **Japanese Cultural and Community Center of Northern California**. You may also sign-up for the JCCCNC e-newsletter at www.jcccnc.org and a link to the auction page will be provided once it is live.

The auction will continue as a silent and live auction during the JCCCNC annual event dinner on September 24th. A number of items from the online auction will be carried over to the event and will be noted as so in the item description.

A featured item that will carry over to the live auction at the event will be a premium travel package to Japan, generously donated by **Japan Airlines** and **Kintetsu International Travel**. The winners will enjoy two roundtrip Premium Economy tickets to Tokyo and five-night hotel accommodations in any combination of Japan's most popular cities: Tokyo, Kyoto, or Osaka. Proxy bids will be accepted if you are unable to attend the event.

The JCCCNC is in need of auction items*. They are asking for unused gift cards or certificates, home décor items, sports memorabilia, the use of a cabin, beach house or timeshare that perhaps you would consider donating a few nights or week, services or a unique experience, or other items that you think will do well at auction. It's tax deductible and benefits a great cause.

If you have item(s) you would like to contribute to our auction or would like more information, please contact Jeff Yoshioka at (415) 567-5505 or jyoshioka@jcccnc.org.

**All products and services will be evaluated before being accepted. Please do not drop off items at the JCCCNC before contacting them. They will arrange a pickup or drop off time that's convenient for you to make things easier.*

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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.