



Japanese Cultural and Community Center of Northern California

1840 Sutter Street, San Francisco, CA 94115 • Tel: 415-567-5505 • Fax: 415-567-4222 • www.jcccnc.org

PRESS ANNOUNCEMENT

For Immediate Release

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Kristi Yamaguchi's Kodomo No Hi Children's Day Festival in Japantown

San Francisco (April 23, 2013) –In recognition of Japan's national holiday to celebrate children, the Japanese Cultural and Community Center of Northern California (JCCCNC) is presenting its Annual Kristi Yamaguchi's Kodomo No Hi (Children's Day) Festival on Saturday, May 4, from 10:00 a.m. to 4:00 p.m.

Children's Day is celebrated in both Japan and America on the 5th of May to celebrate the health and happiness of children. Many families fly carp kites, also known as koinobori, outside their-home with each kite representing a child in the family. The carp is a symbol of strength and courage as they swim upstream.

Each year San Francisco's Japantown and its community gather to celebrate Children's Day. The event features games like kingyo sukui, where kids can catch their own goldfish and take them home, and cultural arts and crafts like balloon yo-yo's and Japanese kite making. Cultural performances like Shamisen, Kendo, and Taiko will be performed by ABC Preschool, Abraham Lincoln High School's Japanese Culture Club, Clarendon Taiko, Genryu Arts, Halau Ka Liko Pua O Kalaniakea, Kirakiraboshi, Madam Michiya Hanyagi Sensei, Nakajima Sensei, Nihonmachi Little Friends Afterschool Program, and SF Kendo Dojo.

All performances, arts and crafts, and food will take place throughout the day in the Japantown Peace Plaza. Everyone is welcome to join in on this free festival for all ages.

Additionally, the JCCCNC will be hosting an all new Children's Day Family Workshop where families can experience firsthand activities surrounding this well celebrated holiday. This unique experience once provided only for local schools, offers families a chance to make their own Sakura mochi, tour and learn about the history of the Japanese Doll exhibit, as well as create their own Japanese paper doll on this hour-long family fun workshop. This event will take place from 3:00 p.m. to 4:00 p.m. on May 4th; participants can sign up online at <http://bit.ly/ChildrensDayWorkshop> or calling the JCCCNC at (415) 567-5505.

Although most of the activities will be held in the Peace Plaza, the JCCCNC will also be hosting Kimono Dressing, a popular once a year opportunity for kids to dress in traditional Japanese Kimonos provided by the Consulate General of Japan on April 23,



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25, 27, 30 and May 4, 2013. Space is limited; participants can sign up for different time slots by calling the JCCCNC.

San Francisco's Children's Day is sponsored by the Japan Center Malls East and West and supported by the Henri and Tomoye Takahashi Foundation, Kristi Yamaguchi's Always Dream Foundation, the Hatsuuro and Amey Aizawa Family Charitable Trust, and the Consulate General of Japan.

Participating organizations such as Cherry Blossom Queen Court, Chinatown Community Development Center, Clarendon JBBP Elementary School, International Association of Tako Age, JAACL, JCCCNC Shibori Class, JCYC, Nakayoshi Young Professionals, Nihonmachi Little Friends, Pine United Methodist Church, and Rose Parks JBBP will help run the arts and crafts, games and cultural entertainment.

For more information about the Children's Day Festival, please visit www.jcccnc.org or contact the JCCCNC at [\(415\) 567-5505](tel:4155675505) or email programsevents@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 facility usage. The JCCCNC is a non-profit community center based in San Francisco.