



PRESS ANNOUNCEMENT For Immediate Release

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Northern Japan Earthquake Relief Fund Raises Over \$417,000 Through the NBC Bay Area Telethon

March 22, 2011 (San Francisco, CA) - Bay Area viewers and the local community donated more than \$417,000 to the Northern Japan Earthquake Relief Fund during the NBC Bay Area Telethon held Friday March 18th. Phone banks opened at 6:30 a.m. and closed at 12:00 midnight at the Japanese Cultural and Community Center of Northern California (JCCCNC) in San Francisco with volunteers from the Japanese American and local community answering phones to help facilitate phone-in credit card donations. People who would still like to donate may still call the direct relief fund line at (415) 529-1322.

Among those who stopped by JCCCNC to support the fundraising efforts included San Francisco Mayor Ed Lee, S.F. Board of Supervisors President David Chiu, District 5 Supervisor Ross Mirkarimi, Causes CEO Joe Green, and Consul General Hiroshi Inomata from the Japanese Consulate, who thanked the Bay Area for the outpouring of support and donations for survivors of the devastating earthquake and tsunami in Japan on March 11th.

"We would like to thank NBC Bay Area News 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, the outpouring of support and concern was truly incredible" said Paul Osaki, JCCCNC Executive Director.

Phone bank volunteers included some recognizable names from the community such as broadcast journalists James Hattori, Wendy Tokuda, and Jan Yanehiro; playwright Philip Kan Gotanda and wife Diane Takei Gotanda, and journalist Ben Fong Torres.

Since fundraising began after the quake and tsunami of March 11, the Northern Japan Earthquake Relief Fund has raised close to \$700,000, through online donations via www.causes.com, and from individuals, businesses and organizations. Some of the supporting organizations include Clarendon Alternative Elementary School in San Francisco, Kristi Yamaguchi's Always Dream Foundation, the San Francisco Giants, the law firm of Minami Tamaki LLP, Salesforce.com Foundation, Asian American Bar Association, Florin JACL, Japantown Merchants Association, Japanese Community Youth Council (JCYC), Marysville JACL, Northern California Cherry Blossom Festival, San Francisco JACL, The Henri and Tomoye Takahashi Charitable, Watsonville-Santa Cruz JACL, to name a few.



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100% of all funds received by JCCCNC will go directly to the people in the Tohoku region of northern Japan most affected by the natural disasters 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. Funds already sent to Japan are going to support two temporary shelters and three child care centers in the affected areas.

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)

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.

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.