PRESS ANNOUNCEMENT
For Immediate Release

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JCCNC and JINS Collaboration Launch of Daruma Eye Glass Cases

San Francisco (February 19, 2016) – The Japanese Cultural and Community Center of Northern California (JCCCNC) and Japanese eyewear brand, JINS, announced its collaboration through their Cases for Causes program. The Cases for Causes program empowers and supports local nonprofits that are making a real difference in the world around them.

As an eyewear retailer, JINS’ primary function is to help its customers see the world better, but additionally, JINS’ mission is to make a world that is seen as a better place. With that goal in mind, JINS created the Cases for Causes program and partnered with the JCCCNC to help them achieve their goals of preserving and promoting a part of San Francisco’s cultural diversity.

The eyewear case that JCCCNC and JINS designed depicts a daruma, a traditional Japanese doll. In Japanese culture the daruma embodies the essence of the famous Japanese proverb, “fall down seven times and stand up eight,” and is therefore seen as a symbol of good luck, perseverance and a constant reminder of one’s goals. Usually, one makes a wish and colors in the left eye. When the wish comes true, the right eye is colored in to show appreciation.

“Not only will our partnership with JINS’ help raise much needed funds for the JCCCNC, but the Cases for Causes program will allow JINS’ customers to carry the daruma cases with them, helping us create awareness around our mission of preserving and promoting our community’s cultural heritage,” says Paul Osaki, Executive Director of JCCCNC.

JCCCNC daruma cases are sold for $5 each at the JINS store in San Francisco at 151 Powell Street or on their website at www.jins.com. All proceeds collected will be donated to the JCCCNC. Customers who purchase a case are not only supporting an organization, but are joining a movement that affects change in everyone’s world.
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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.

About JINS
JINS is a Japanese eyewear company, which was founded in 2001. The brand has 350 retail locations in Asia, including Japan, China and Taiwan, and opened its first U.S. store in San Francisco in April 2015. At JINS, customers can receive their prescription eyewear in less than 30 minutes and select from over 1,000 styles all designed in Tokyo. The prices of frames start at $60 and include single-vision aspheric lenses and standard coatings. In addition, consumers with a strong prescription will automatically receive a free upgrade to thinner lenses. Beginning in December 2015, the flagship store in Union Square store started offering 15-minute eye exams, which are provided by tele-optometry service, 20/20 NOW.