



PRESS ANNOUNCEMENT

For Immediate Release

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Kristi Yamaguchi “Dream Big, Little Pig!” Book Signing at Children’s Day Festival

San Francisco (April 27, 2011) - Olympic gold medalist and Dancing with the Stars Celebrity Champion, Kristi Yamaguchi, will be signing copies of her new children’s book, ***Dream Big, Little Pig!***, at this year’s Kristi Yamaguchi’s Children’s Day Festival in San Francisco’s Japan Center Peace Plaza on May 7, 2011.



Children and fans of all ages will have the opportunity to get an autographed copy of ***Dream Big, Little Pig!*** and meet an inspirational Japanese American celebrity who overcame many obstacles by adhering to her lifelong motto “always dream.” Kristi credits her achievements to these two powerful words, which is also the name of her charitable foundation whose sole purpose is to inspire and embrace the hopes and dreams of children.

Dream Big, Little Pig!, which debuted at the #2 spot on the New York Times Bestsellers List, follows the journey of Poppy the Pig, who has lots of big dreams. Poppy learns that her dreams are not always easily achieved, but that through believing in herself and having fun at what she does, she can do anything.

Kristi will be signing books from 1:00 p.m. to 2:30 p.m. at the Peace Plaza. Copies of ***Dream Big, Little Pig!*** may be purchased at the book signing table or at the Japanese Cultural and Community Center of Northern California located at 1840 Sutter St.

In addition to having an opportunity to meet Kristi Yamaguchi at the festival, youth will experience Japanese culture and celebrate Children’s Day, a national holiday of Japan.

From 11 a.m. to 4 p.m., children can participate in hands-on craft activities, snack on arare (rice cracker), popcorn, spam sushi and other treats hosted by organizations such as Asobi Arts, California Highway Patrol, Clarendon Elementary School, George Washington High School, JCCCNC, Japanese Community Youth Council (JCYC), Nakayoshi, Nichi Bei Foundation, Nihonmachi Little Friends Preschool, Nobirukai, Rosa Parks Japanese Bilingual Bicultural Program (JBBP), St. Ignatius High School and Wu Yee Children’s Services.





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Special children's entertainment will be provided throughout the day by ABC Preschool, Gen Taiko/Clarendon Taiko, Halau Ka Liko Pua O Kalaniakea, J-town Hui, Kirakiraboshi Choir, Michiya Hanayagi Dance Group and San Francisco Kendo Association.

Traditional Boy's Day (Tango no Sekku) and Girl's Day (Hinamatsuri) doll exhibits will be on display from April 26th to May 7th at the JCCCNC, 1840 Sutter Street, San Francisco.

The festival is free and open to the public. For more information on the festival, please contact the JCCCNC at (415) 567-5505, or visit the website at www.jcccnc.org. In the event of rain, the event will be moved to the JCCCNC at 1840 Sutter Street, San Francisco.

Kimono Dressing



The week before the Children's Day Festival, on Saturday, April 24, Tuesday, April 27 and Thursday, April 29th, the JCCCNC, in conjunction with the Consulate General of Japan in San Francisco, presents the rare opportunity to dress your child in a traditional Japanese kimono. Girls will be dressed in beautiful kimonos and boys will be dressed in traditional hakama (kimono pants) and haori (jacket). Join us in this pre-festival event and take photos that your family will treasure for a lifetime.

Space is very limited and certain restrictions apply. The fee for kimono dressing is \$12 per child for JCCCNC members and \$20 non members. Reservations must be made in advance by calling Jennifer Hamamoto at (415) 567-5505.

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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.