



## 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](http://www.jcccnc.org)

### Press Announcement For Immediate Release

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### Hawai`i's Side Street Inn Returns as Featured Restaurant at JCCCNC's 2012 Annual Event

San Francisco (August 24, 2012) – With rave reviews from the sold out 2011 Annual Event, Hawai`i's favorite "hidden gem," Side Street Inn, will return as the featured restaurant at the Japanese Cultural and Community Center of Northern California's 2012 Annual Event on Saturday, September 29, 2012 at 4:00 p.m. at the JCCCNC. The event titled *Looking Forward, Giving Back*, will also feature a silent and live auction, appetizer stations, and special performances by the Center's youth programs.

Chefs Colin Nishida and Chirs Manabe of Side Street Inn will dish up favorites from last year along with new local style comfort foods including furikake ahi, slow cooked braised short ribs and Big Island smoked pork. Joining Side Street Inn will be nine Bay Area restaurants stationed throughout the venue serving decadent appetizers, making this evening a must-attend event for foodies.

The nine participating restaurants include: Bridges, Chotto, Hukilau, Il Cane Rosso, Izakaya Juku, La Mar, Ozumo, Pa'ina, and Slymn's Soul Parler. Also at the event will be Haamonii, a San Francisco based Shochu manufacturer, who will be holding a free tasting of their satiny smooth shochu in the silent auction room.

The theme of the event, "Looking Forward, Giving Back," represents the important roles our youth plays in the future of the culture and the community, and what we all must do to preserve the Japanese culture, history and heritage. During the event, the JCCCNC will honor two outstanding community members who embody the theme of the event - NBC Bay Area and the late Martha Suzuki. Awards will also be presented to the Kay Okamoto Volunteer Service Award and Takeo Okamoto Community Leadership Award recipients.

Registration opens at 3:00 p.m. with the dinner program commencing at 4:00 p.m. Cost is \$175 per person for reserved table seating and \$50 for children 6-12 years. Sponsorship and advertising opportunities for this premier Japanese American event are still available.



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Call (415) 567-5505 for information on sponsorships, ads, tickets, and additional details. Event information is also available on their website at [www.jcccnc.org](http://www.jcccnc.org). The JCCCNC is located at 1840 Sutter Street, San Francisco, CA 94115.

Proceeds from the event will go towards the development of dynamic cultural, educational, social, and outreach programs that serve the 185,000 visitors the Center welcomes each year. These programs open doors to the Japanese and Japanese American culture, history and heritage, to build community with people of all ages through the shared experience of culture.

### **Award Recipients**

#### *Martha Suzuki*

Through her vision, undying generosity, and passion for cultural preservation, Masako Martha Suzuki enabled the JCCCNC to create programs like the Shinzen Goodwill Program and the Takahashi Youth Ambassador Fellowship Program. These programs give youth the opportunity to better understand and appreciate the Japanese culture through first-hand cultural experiences, community participation, and leadership development activities. Since their introduction to the list of JCCCNC Youth Development programs in 2002 and 2011, these programs have proven that there was and continue to be a need among youth for such development, guidance and education.

#### *NBC Bay Area*

NBC Bay Area has shown exemplary commitment to make a positive impact in communities across the Bay Area, inspiring others to get involved and contribute to their community. Most importantly, they truly believe in the work of non-profits that they support, and the JCCCNC, as a beneficiary, want to share what they really mean to their community.

The JCCCNC also wants to acknowledge the significant role NBC Bay Area played in the success of its Northern Japan Earthquake Relief Fund (NJERF) through the telethon that raised over \$400,000, other fundraising events they helped promote and host, the coverage of the memorial events, and the stations on-going and compassionate coverage of the situation in Japan, helping to build world-wide awareness of the Relief Fund and the JCCCNC.

### **Auction**

One of the event's highlights will include a silent and live auction featuring a tempting lineup of popular trips to destinations like Japan and Hawaii joined by an exciting list of gift certificates, services, unique experiences, Japanese ceramics, food and wine, electronics, and much more.

Leading up to the Annual Event, there will be an online auction at [Biddingforgood.com](http://Biddingforgood.com) that begins September 10 with some of the items closing online September 23 and



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some moving to the silent auction at the event. Preview the auction items beginning September 8 at <http://bit.ly/QiqWmj>.

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