

**For Immediate Release:**  
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## San Jose Japantown Organizations and Businesses Partner to Celebrate Heritage and Culture

**Event:** The Japantown Community Congress of San Jose (JCCsj), in partnership with the San Jose Redevelopment Agency and the City of San Jose, present the third annual Spirit of Japantown Festival.

**When:** Saturday, September 26, 2009, 10:00 a.m. – 5:00 p.m.  
12:00 p.m. Opening Remarks

**Where:** **Fifth and Jackson Streets**

**Who:** Yasumasa Nagamine, Consul General of Japan  
Congressman Mike Honda, District 15  
Councilmember Sam Liccardo, District 3  
Harry S. Mavrogenes, Executive Director, San Jose Redevelopment Agency  
Tamon Norimoto, President, Japantown Community Congress (JCCsj)

**Background:** Designated as a Neighborhood Business District (NBD) in 1984, San Jose's Japantown is more than 119 years old and is one of the United States' three remaining Japantowns. The area offers a diverse array of restaurants, specialty shops, along with cultural resources, including the Japanese American Museum of San Jose, San Jose Taiko performing group and the Japanese American Citizens League.

The annual Spirit of Japantown Festival, established in 2007, has welcomed approximately 10,000 visitors every year and is a collaborative effort between the Japantown Community Congress (JCCsj), San Jose Redevelopment Agency, City of San Jose, and other local organizations. The Festival offers a variety of activities, ranging from an import car show, anime showcase, and live music, to booths featuring arts demonstrations, local restaurants and shops. Profits from this festival will be used to continue the JCCsj efforts for the historical and cultural preservation of San Jose Japantown.

Japantown is one of eight NBDs located in a San Jose Redevelopment Project Area. To date, the Redevelopment Agency has invested more than \$280 million throughout the eight NBDs including more than \$34 million in Japantown, leveraging approximately \$293 million. For more information about the Redevelopment Agency, visit [www.sjredevelopment.org](http://www.sjredevelopment.org).

To join the Japantown Business Association, please contact Eva Klinger at (408) 795-1857 or at [eva.klinger@sanjoseca.gov](mailto:eva.klinger@sanjoseca.gov) or visit [www.japantownsanjose.org](http://www.japantownsanjose.org).

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