

# J●POP SUMMIT FESTIVAL 2013

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## ***PRESS RELEASE***

**FOR IMMEDIATE RELEASE:**

### ***The 2013 J-POP SUMMIT FESTIVAL TO FEATURE A BRAND NEW EDITION OF THE REAL ESCAPE GAME***

*Creators Of The Innovative Interactive Multiplayer Puzzle Solving Game To  
Debut A New Outdoor Edition: "1000 Treasure Hunters"*

**San Francisco, CA, July 8, 2013** – The 2013 J-POP Summit Festival teams with SCRAP, producers of the popular puzzle-hunt game event series, "Real Escape Game," to announce a brand new edition for the San Francisco's 5<sup>th</sup> annual summertime celebration of Japanese pop culture, music, fashion and film, taking place across Japantown on Saturday and Sunday, July 27<sup>th</sup> and 28<sup>th</sup>.

SCRAP is the creator of "***The Real Escape Game,***" an inventive, interactive puzzle solving game event, originally started in Japan, which requires players to cooperate and use their intuition and detective skills to solve multiple mysteries within a limited time. More than 10,000 people from across Bay Area and beyond have played since the game since its U.S. debut at NEW PEOPLE at the beginning of 2012.

***"1000 Treasure Hunters"*** will offer an outdoor treasure hunt, which is different from the traditional Real Escape Game format that is usually conducted inside a locked room. Legions of players of all ages are invited to take part in what could become Bay Area's biggest simultaneous treasure hunt. There is no time limit and the clues will be ingeniously hidden, so players can participate alone, or with your friends, while enjoying other activities at J-POP Summit Festival.

Advance tickets are available for online purchase only. During the J-POP Summit, tickets will be available until 3:00pm, on Saturday, 27<sup>th</sup> and 4:00pm on Sunday 28<sup>th</sup>, at the Real Escape Game Tent, be located in the Japantown Peace Plaza.

Players begin at check-in with the SCRAP Reception Team, located at the Real Escape Game Tent, any time between 11:00am and 5:00pm during each day of the J-POP Summit. More details on the 2013 J-POP Summit Festival are available at [www.J-POP.com](http://www.J-POP.com).

**Advance tickets are \$20.00 each; Tickets at the J-POP Summit are \$25.00 each.**

**Advance tickets and additional information are available at:**  
<http://realescapegame.com/1000th2013>.

**During J-POP Summit, tickets will be available to purchase until 5pm on Saturday, 27<sup>th</sup> and 4:00pm on Sunday 28<sup>th</sup> at the Real Escape Game Booth to be located in the Japantown Peace Plaza.**

Players will receive a “kit” containing clues, hints, and a detailed map of Japantown that will become the roadmap for the “game area.” Players do not need any special skills or familiarity with the Japantown area to play. Players should keep their eyes peeled because clues can be anywhere, in plain sight or hidden, both outdoors across the Japantown J-POP Summit Festival grounds, Peace Plaza, as well as even inside buildings. Players may work individually or in teams. As each clue is solved, players/teams will move on to the next location where the ongoing mystery leads. Game play could take roughly 2-4 hours depending on players/teams. This treasure hunt is not a ‘fast victory game.’ There really isn’t a time limit. No special skills are needed, just astute cognition skills and a keen sense of logic.

On the second day of the 2013 J-POP Summit (Sunday, 7/28), a special solution debriefing will be held at 4:00pm as the finale of the event. This debriefing session is also scheduled to live-stream on [Ustream](#) so every player will have the opportunity will join. All of the mysteries will be revealed in public to festival attendees. During the finale, a special event will take place at the J-POP Summit Main Stage where the Grand Prize Treasure winner will be chosen in a drawing from amongst the all of the players that successfully completed the *Real Escape Game: J-POP Summit Special Edition “1000 Treasure Hunters.”*

“We hope to present what could be the single largest session of simultaneous Real Escape Game players yet staged in the U.S. with the *J-POP Summit Special Edition “1000 Treasure Hunters,”* says Seiji Horibuchi, the President/CEO of NEW PEOPLE, Inc. and Chairman of the J-Pop Summit Festival Committee. “We look forward to seeing new and veteran players of all ages during the 2013 J-POP Summit Festival and hope they will enjoy solving these inventive mysteries and sharing their experiences with friends and other players afterwards!”

#### **About SCRAP Co. and SCRAP Entertainment Inc.**

SCRAP Co. ([www.scrapmagazine.com](http://www.scrapmagazine.com)), based in Kyoto, Japan, produces the free magazine, “SCRAP” and the Real Escape Game (REG), a new style of live entertainment. Over 200,000 participants have played this game in Japan, China, Taiwan, Singapore and the United States. SCRAP Entertainment Inc ([RealEscapeGame.com](http://RealEscapeGame.com)), based in San Francisco, California, is a U.S division of SCRAP Co., and produces REG in the United States.

#### **About J-POP SUMMIT FESTIVAL**

The J-POP SUMMIT FESTIVAL is an annual Japanese Pop Culture celebration that features live bands and artists from Japan, pop culture panel discussions, film premieres, fashion and DJ dance events, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2012, the two-day event attracted 65,000 attendees.

More information about the J-POP Summit Festival is available at: [J-POP.com](http://J-POP.com).

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