

JAPANFILMFESTIVAL
OF SAN FRANCISCO 7.27-8.4.2013

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J●POP
SUMMIT
FESTIVAL
2013

PRESS RELEASE

FOR IMMEDIATE RELEASE:

**The 2013 JAPAN FILM FESTIVAL OF SAN FRANCISCO
TEAMS WITH FUNIMATION ENTERTAINMENT TO
OFFER THE EXCLUSIVE U.S. PREMIERE OF
EVANGELION 3.0
YOU CAN (NOT) REDO AT NEW PEOPLE CINEMA**

*The First-Ever Dedicated Japanese Film Festival For The S.F. Bay Area
Premieres The Latest Anime Sci-Fi Feature In Director Hideki Anno's
Rebuild Of Evangelion Saga During The 2013 J-POP Summit*

San Francisco, CA, June 19, 2013 – The 2013 Japan Film Festival of San Francisco (JFFSF), the first fully-dedicated annual Japanese film event for the S.F. Bay Area, has just announced an exciting new addition to its programming as it partners with leading anime distributor FUNimation Entertainment to present the exclusive U.S. premiere of *Evangelion 3.0: You Can (Not) Redo*. This new, high octane anime sci-fi thriller will be seen for the first time by U.S. audiences exclusively at NEW PEOPLE Cinema on Saturday, July 27th at 11:00am, and also presented as part of programming for the 2013 J-POP Summit Festival. The film will be presented with original Japanese dialogue featuring English subtitles.

Evangelion 3.0: You Can (Not) Redo will have two encore screenings, on Monday, July 29th at 7:00pm, and again on Sunday, August 4th at 11:00am. Tickets are \$13.00 each. NEW PEOPLE Cinema is located at 1746 Post St. (cross street is Webster St.) in the heart of San Francisco's Japantown. **Advance tickets are available at:** <http://jffsf.org/2013/evangelion3>.

More information on the Japan Film Festival of San Francisco is available at www.JFFSF.org.

Evangelion 3.0: You Can (Not) Redo, aka “*Evangelion: The New Movie: Q*,” is the third of four films released in the Rebuild of Evangelion saga, directed by Hideaki Anno. Fourteen years after the third impact, Shinji awakens to a world he does not recognize and his body has not aged a single day. Earth lies in ruins and those he once fought valiantly to protect have cruelly turned against him. NERV is nothing but a distant memory. Trapped in a harrowing cycle of death and rebirth, Shinji continues to courageously battle the angels – even as the world spirals down towards what could be a tragic end.

“We’re extremely honored to make this U.S. premiere of *Evangelion 3.0: You Can (Not) Redo* a special part of the first-ever *Japan Film Festival of San Francisco*,” says Manami Itoh, the Executive Director of *Japan Film Festival of San Francisco*. “The film was one of the biggest recent movie blockbusters in Japan and its screening at the 2013 J-POP Summit will be a must-see for many anime fans! We know this show may sell-out so we have also announced a pair of encore showings the following week. Don’t miss the opportunity to catch the exciting latest chapter in one of Japan’s most celebrated sci-fi properties on the big screen at San Francisco’s one-and-only NEW PEOPLE Cinema!”

The *Japan Film Festival of San Francisco* takes place Saturday, July 27th thru Sunday, August 4th and will deliver vivid cross-section of the best in recent Japanese anime as well as live-action cinema and is presented in conjunction with the 2013 J-POP Summit. Marking its 5th Anniversary, the annual J-POP Summit takes place Saturday July 27th and Sunday July 28th across the city’s historic Japantown district and celebrates the phenomenon of Japanese pop culture with a colorful array of live bands and artists, panel discussions, film premieres, edgy fashion shows and DJ dance events, celebrity appearances and more.

The J-POP Summit Festival is hosted and organized by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2012, the two-day event attracted nearly 65,000 attendees. *More information is available at www.J-POP.com.*

NEW PEOPLE Cinema is a 143-seat cinema located in the underground floor of NEW PEOPLE in San Francisco. Equipped with a cutting-edge HD digital projection and THX[®]-certified sound system, NEW PEOPLE Cinema is home for local film festivals and entertaining events. www.newpeoplecinema.com

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.

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