



J●POP  
SUMMIT  
FESTIVAL  
2013

## **PRESS RELEASE**

**FOR IMMEDIATE RELEASE:**

### **TOYOTA x STUDIO4°C PRESENTS THE “PES (PEACE ECO SMILE) PROJECT” AND TOP LIVE J-POP/J-ROCK MUSIC ACTS LoVendoЯ AND SWEETY AT 2013 J-POP SUMMIT FESTIVAL**

*Sample New “Cross Collaboration” Anime Project As Well As Live J-Rock/J-Pop Groups LoVendoЯ and Sweety, Music Video Screenings And A Special In-Person Appearance By PES Anime Director Hidekazu Ohara*

San Francisco, CA, July 22, 2013 – Toyota Motor Sales & Marketing (TMSM) has announced its participation with “**PES (Peace Eco Smile)**,” a collaborative animation project with **STUDIO4°C**, and its Diamond Level Sponsorship of the 2013 J-POP Summit Festival, taking place Saturday, July 27 and Sunday, July 28, 2013 in San Francisco, CA, to present a range of special animated programming and live music events for the annual Japanese pop culture celebration.

At its booth during J-POP Summit, Toyota Motor Sales & Marketing will present “**PES (Peace Eco Smile)**,” a new collaborative animation project with **STUDIO4°C**, a leading Japanese animation studio. A prominent PES tent will be stationed in the center of the Festival to host PES screenings, live appearances by a variety of special Guests of Honor and music video screenings by a variety of hot J-Pop and J-Rock acts.

For more information and images of events and activities at PES (Peace Eco Smile) is available at <http://p.tl/u8c6>.

Toyota Motor Sales & Marketing and J-POP Summit are also proud to present the exclusive U.S. concert debut of the new girls’ J-rock band, LoVendoЯ, and girl’s pop trio, Sweety. This will be the first time that LoVendoЯ and Sweety will perform live in the United States.

The 2013 J-POP Summit will offer numerous attractions and events including live bands, edgy fashion shows, anime and live-action film premieres, Guest of Honor appearances, live art performances, merchants and vendor booths. *Full details are available at [www.J-POP.com](http://www.J-POP.com).*

#### **Performing Artists:**

##### ***LoVendoЯ***

LoVendoЯ is a 4 piece girls band, including twin vocals (Reina Tanaka and Marina Okada) and twin guitars (Yuki Uozumi and Marin Miyazawa).

On June 2012, an audition titled "Mass recruitment of women who would like to form a band with Reina Tanaka" started. Around 4000 women applied and 3 members have been selected to take part of the band with Reina Tanaka!

The 3 women (vocalist and guitarists) chosen have been announced during the Morning Musume's concert "Morning Musume 15th Anniversary Concert Tour 2012 Autumn ~Colorful Character~", the ex-group of Reina Tanaka. LoVendor's career has already started. Check it out! More information is available at: <http://lovendor.jp>.

**LoVendor Talk & Music Video Screening**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Saturday, July 27; 11:00am - 11:30am

**LoVendor & Sweety LIVE Performance**

**Pagoda Stage Peace Plaza**

Saturday, July 27; 5:00pm – 6:00pm

**LoVendor LIVE Performance**

**Union Square**

Sunday, July 28; 2:30pm - 3:00pm

**LoVendor Merchandise Sales & Autograph Session**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Saturday, July 27; 11:30am - 12:00pm

Sunday, July 28; 5:00pm - 6:00pm

**Sweety**

Yurika Takagi (Vocals), Yui Hasegawa (Vocals), Sayaka Takenouchi (Vocals)

The trio Sweety was formed while the group members were attending the Holy Peak Voice Actor's School. They made their debut with the ending theme song of the popular anime series, "Sengoku Collection," which was televised on TV Tokyo. The members of Sweety also work as voice actresses. Their newest single "My Line" was released on June 3, 2013; their second album, "Back Into My World," debuted in August 2012.

More information at: <http://www.holypeak.com/sweety/home.html>

**Sweety LIVE, Talk & Music Video Screening**

**TOYOTA x STUDIO4°C Meets ANA TENT**

Saturday, July 27; 2:30 pm - 3:00 pm

**Sweety Talk & Music Video Screening**

**TOYOTA x STUDIO4°C Meets ANA TENT**

Sunday, July 28; 12:00pm - 12:30pm

**Sweety Photography, Merchandise Sales & Autograph Session**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Saturday, July 27; 3:10pm - 3:30pm

Sunday, July 28; 12:30pm - 1:00pm and 4:30pm – 5:00pm

**Panel Discussion Event:**

***PES (Peace Eco Smile) Project: Next Generation "Cross Collaboration"***

Sponsored by Toyota Motor Sales & Marketing, PES is a series of full-scale animated works by a variety of top directors and creative visionaries from Japan's animation industry. Toyota recognizes the "Toy" in its own corporate name as the origin of lively and cheerful joy. As part of ToyToyota projects aimed at spreading the joy of mobility, Toyota and leading anime company STUDIO4°C have partnered to create PES (Peace Eco Smile), an innovative anime series that explores the joy of driving and the importance of safety by following a curious alien. .

As part of this year's new collaboration project, "Next Generation - PES" content presented during the 2013 J-POP Summit Festival, famed anime director Hidekazu Ohara will appear in person to discuss thoughts he has incorporated into his works and also take part in a special autograph session. Every director of the PES series is unique but each conveys a similar idea of environmental conservation. Through the animated works, PES hopes to convey these messages globally. More info is available at: <http://www.toytoyota.com/pes/en>.

**Director Hidekazu Ohara Talk Event: PES Next Generation**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Saturday, July 27; 1:30pm - 2:30pm (w/ Sweety)

**Director Hidekazu Ohara Autograph Session**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Sunday, July 28; 1:00pm - 1:30pm

***PES Collaboration Music Video Screenings***

Visitors are invited to sample dynamic music videos by a range of top J-Pop artists including **LoVendoЯ, Sweety, Una, Akaiko-en, and Petit Milady.**

**Sweety PES Season 1 Screening**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Saturday, July 27; 1:00pm - 1:30pm

**5 PES Music Videos Loop Screening**

**TOYOTA x STUDIO4°C Meets ANA Tent**

Saturday, July 27; 12:30pm-1:00pm; 3:30pm-4:00pm; 4:30pm-6:00pm

Sunday, July 28; 11:00—12:00; 1:30pm-3:00pm; 4:00pm-4:30pm

**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 J-POP Summit Festival is available at: [J-POP.com](http://J-POP.com).

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**[Press Inquiries for PES]**

All PES events will be available for press interviews and media coverage. Please use the form below to request an individual interview session.

**Press Application Form:** <http://bit.ly/13CQBUo>

**Toyota Media Contacts:**

**Toyota Digital Marketing Group, Global Marketing Div.**

General E-mail Address: [pes@toytoyota.com](mailto:pes@toytoyota.com)

Takao Minai: [takao\\_minai@mail.toyota.co.jp](mailto:takao_minai@mail.toyota.co.jp)

Hiroshi Inagawa: [hiroshi\\_inagawa\\_za@mail.toyota.co.jp](mailto:hiroshi_inagawa_za@mail.toyota.co.jp)