

J●POP SUMMIT FESTIVAL 2014

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PRESS RELEASE

FOR IMMEDIATE RELEASE:

GET UP CLOSE TO ALL THE ON-STAGE ACTION BY SOME OF JAPAN'S BIGGEST POP AND ROCK ACTS AS 2014 J-POP SUMMIT ANNOUNCES SPECIAL VIP FESTIVAL PASSES

For The First Time Festival Goers Can Secure Premium Viewing For J-POP Live At Union Square Concert And Japantown Main Stage And Attend Exclusive Meet & Greets With Guests Of Honor Tokyo Girls' Style And Actor Yûki Furukawa

San Francisco, CA, June 26, 2014 – The **2014 J-POP SUMMIT** Festival, San Francisco's annual celebration of Japanese pop culture, music, fashion and film, gives fans and attendees an unforgettable way to get up close and personal with all your favorite Japanese stars as it announces special **VIP Passes for this year's event**.

J-POP SUMMIT VIP passes give attendees a way to maximize their Festival experience. The festival remains open to public and FREE to attend, but VIP pass holders will have unrestricted access to premium viewing areas to catch all the live music and programming on the **Japantown Pagoda Stage on Saturday and Sunday July 19th and 20th**, as well as for the **J-POP LIVE At UNION SQUARE** concert, set for the evening of Saturday July 19th. Catch a dazzling array of Japan's top pop and rock acts including **Tokyo Girls' Style, DAICHI, Una, YANAKIKU, The Akabane Vulgars On Strong Bypass, Pinky Doodle Poodle, May'n** and many more!!

In addition, VIP Pass holders will be invited to attend exclusive autograph and photo sessions with J-POP SUMMIT Festival Guests of Honor **Tokyo Girls' Style** and a meet & greet with Guest of Honor Japanese actor **Yûki Furukawa**. Each VIP attendee also will receive a special **J-POP SUMMIT Gift Bag** containing an official J-POP SUMMIT T-shirt, and other J-Pop goodies, collectable souvenirs, and products from official sponsors including, **SEGA, UNIQLO, Meiji, Nishimoto Trading Co., Clif Bar, and more!**

The annual **J-POP SUMMIT** takes place **July 19th and 20th** and has become one of the largest events in the United States dedicated to showcasing the many facets of Japanese pop culture, entertainment media and fandom. Attendance in 2013 exceeded 80,000 people. **Full Festival details and updates are available at: www.j-pop.com.**

Three types of J-POP SUMMIT VIP Passes are now available:

- **PREMIUM VIEWER PASS - \$35.00 each**
Viewer Pass includes access to premium viewing areas for Japantown Pagoda Main Stage for both festival days as well as the *J-POP LIVE AT UNION SQUARE* concert. Get up close to all the on-stage action on both days of the Festival!
- **VIP PASS A - \$85.00 each (Limited to only 50 passes!!)**
Pass A includes access to premium viewing areas for Japantown Pagoda Main Stage for both festival days as well as the *J-POP LIVE AT UNION SQUARE* concert. Pass holders are also invited to attend a special exclusive autograph and photo session with J-Pop idol group **Tokyo Girls' Style** as well as a personal meet & greet with actor **Yûki Furukawa**. Pass holder also will receive a special J-POP SUMMIT gift bag.
- **VIP PASS B - \$85.00 each**
Pass B includes access to premium viewing areas for Japantown Pagoda Main Stage for both festival days as well as the *J-POP LIVE AT UNION SQUARE* concert. Pass holders will be invited to attend a special exclusive autograph and photo session with J-Pop idol group **Tokyo Girls' Style**. Pass holder will also receive a special J-POP SUMMIT gift bag.

PURCHASING VIP PASSES

All three levels of J-POP SUMMIT VIP Passes are available online, as well as on-site both days of the Festival.

Please visit the official J-POP SUMMIT web site at: <http://www.j-pop.com/2014/VIP> for online secure, encrypted purchase.

Attendees also can visit BROWN PAPER TICKETS for the secure purchase of the following:

PREMIUM VIEWER PASS: <http://www.brownpapertickets.com/event/745574>

VIP PASS "A": <http://www.brownpapertickets.com/event/730843>

VIP PASS "B": <http://www.brownpapertickets.com/event/736050>

ON-SITE FESTIVAL PURCHASE

Attendees also may purchase VIP Passes on-site both days of the J-POP SUMMIT Festival (subject to availability). Visit the VIP Pass Booth located in front of the NEW PEOPLE venue or Union Square to purchase. A limited number will be made available each day and will be available on a first-come first served basis.

VIP Pass Booth Times: July 19th (Sat) & July 20th (Sun) 10:00am – 6:00pm

HOW TO PICK UP PASSES

Visit the VIP Pass Booth located in front of the NEW PEOPLE venue to pick up purchased Passes.

Purchaser must present: A printed ticket with barcode, or downloaded onto a mobile device AND a valid photo I.D. (*Passes will not be issued without these items; No entry permitted to the premium viewing areas without a Pass; VIP Pass booth at Union Square is For Sales Only - no pick-up)

MEET & GREET SCHEDULE AND DETAILS

Tokyo Girls' Style

July 19th (Sat) 3:00pm or July 20 (Sun) 11:00am

When you receive a pass at VIP Pass booth, the attending staff member will ask you which session you would like to attend. There are 100 tickets for each session, and are given first-come first-served basis. **Exact Meet & Greet Location will be given to ticket holders at VIP Pass check-in counter.*

Yûki Furukawa

July 20th (Sun) 1:30pm

Don't miss this rare opportunity to meet actor Yûki Furukawa, the extremely popular star from *Itazura Na Kiss (Mischievous Kiss: Love In Tokyo)* as he appears at the 2014 Japan Film Festival of San Francisco for the special U.S. theatrical premiere of his new short film, "*wo ai ni*" (*I love you*) in TOKYO, on Sunday July 20th at 4:20pm at NEW PEOPLE Cinema. (JFFSF.org)
**Exact Meet & Greet Location will be given to ticket holders at VIP Pass check-in counter.*

ABOUT FEATURED ARTISTS

Tokyo Girls' Style – J-Pop Teen Idol Group:

The smash hit group Tokyo Girls' Style formed in 2010 and has become a major new force in the bustling Japanese pop music scene. Consisting of 5 teenagers - Ayano Konishi, Miyu Yamabe, Hitomi Arai, Yuri Nakae and Mei Shoji – the group, whose member's average age was only 15, was signed to Avex, released four debut singles within their first year. Tokyo Girls' Style has gone on to captivate millions of avid fans across Japan with a hook-driven funk and disco sound that is infused with a glossy urban appeal. As of 2012, the group was the youngest female act to ever headline a concert at Tokyo's most famous Budokan live hall, has released several hit records in Taiwan and Hong Kong, and also performed live shows in Singapore, Taiwan and Thailand. Additional information on Tokyo Girls' Style is available at: http://tokyogirlsstyle.jp/tokyogirlsstyle_en. Fans can also catch their music videos on YouTube at: <http://www.youtube.com/user/TokyoGirlsStyle>.

Yûki Furukawa – Actor:

Born in 1987 Tokyo, Yûki moved to Canada at the age of 7. After graduating junior high school, he moved to America to enter a high school in New York and return to Japan at the age of 19. Yûki was a student at Keio University, faculty of Science and Technology. March 2010, Yûki received the jury's special award at the "Horipro's 50 Year Anniversary Actor Audition" as his acting and English skills were highly evaluated. Features he has starred include *Wood*

Job! (Film, 2014), *Mahoro Ekimae Kyosokyoku* (Film, 2014) and *Mischievous Kiss 2: Love in Tokyo* (TV Drama, 2014).

About J-POP SUMMIT Festival

Launched in 2009, J-POP SUMMIT Festival is an annual street fair held in San Francisco, CA that celebrates Japanese popular culture. By introducing the latest in Japanese music, film, art, fashion, gaming, anime, food, as well as niche subcultures, the festival has become a prominent platform to showcase the latest pop trends and creative innovations from Japan.

The 5th annual J-POP SUMMIT held in July 2013 welcomed more than 80,000 attendees, making it one of the largest Japanese festivals in the United States. In addition to the original Festival held in Japantown, new attractions include the *J-POP LIVE AT UNION SQUARE* concert in downtown San Francisco, the Bay Area's premier dedicated Japan Film Festival of San Francisco, and sake-tasting and fine foods events at the POP GOURMET Food Festival, which have each further enriched the experience. Additional information about J-POP SUMMIT Festival is available at: J-POP.com.

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