

NEW PEOPLE

J●POP
SUMMIT
FESTIVAL

Media Contact:
Erik Jansen
MediaLab
erik@medialab-pr.com
(714) 620-5017

PRESS RELEASE

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NEW PEOPLE ANNOUNCES DATES FOR 2014 J-POP SUMMIT FESTIVAL AND THE RETURN OF THE JAPAN FILM FESTIVAL OF SAN FRANCISCO

*The Bay Area's Largest Japanese Pop Culture Festival Will Return For
6th Consecutive Year To Showcase The Best In Modern Japanese Film,
Food, Fashion, Music And Entertainment At Weekend-Long Celebration
Scheduled For July 2014*

San Francisco, CA, December 3, 2013 – NEW PEOPLE, a dynamic entertainment destination bringing the latest examples of Japanese popular culture to North American shores, and the J-POP Summit Festival Committee have announced the dates for the 2014 J-POP Summit Festival.

The popular annual celebration of Japanese pop culture, music, art, anime, fashion, and film will return to San Francisco's Japantown and will also present another special J-Pop concert in Union Square the weekend of Saturday and Sunday, July 19th and 20th, 2014.

The J-POP Summit Festival is the Bay Area's premier annual Japanese pop culture celebration featuring a variety of live bands and artists, pop culture panel discussions, film premieres, fashion shows, DJ dance events, interactive games, celebrity appearances, and much more. Many of the attractions are free to attend. The Festival is hosted by J-POP Summit Festival Committee in cooperation with the Japantown Merchants Association. Additional details will be forthcoming at www.J-POP.com.

In 2013, J-POP Summit welcomed more than 80,000 people to Japantown and nearly 10,000 more music fans to the Festival's first-ever concert held in Union Square that featured Japan's Ambassador of Kawaii, Kyary Pamyu Pamyu, as well as Kylee, Daichi, and LoVendoЯ. The

downtown San Francisco Union Square stage will host a compelling line-up of J-Pop artists again next year.

Also returning as part of the 2014 J-POP Summit will be the second annual *Japan Film Festival of San Francisco*, the only full-fledged Japanese film festival held in the Bay Area. The week-long series of live-action and anime film theatrical premieres will run Saturday, July 19th through Sunday, July 27th at the NEW PEOPLE Cinema and will be highlighted by red carpet events featuring appearances by prominent Japanese directors and actors, as well as several lecture presentations, workshops, autograph sessions, and film industry networking opportunities. Additional information will be available at: www.JFFSF.org.

Showcasing cutting edge Japanese fashion has always been a popular aspect of the J-POP Summit. 2013's theme of "*Making Kawaii Universal*" resonated with thousands of attendees that savored leading brands as well as live shows featuring top models from the bustling Harajuku fashion scene including Kyary Pamyu Pamyu. Next year's programming will present even more brands and icons to highlight a wide selection of exclusive designs, apparel, and accessories only available for a limited time during the Festival.

The 2014 J-POP Summit Festival also will present the return of the POP GOURMET Food Festival, which will delight attendees with a scrumptious array of innovative Japanese and Asian-influenced cuisine along with Japanese sake and teas. Festival-goers will be able to enjoy popular local gourmet food trucks and exclusive sake tasting by premier sake distillers/distributors on an even bigger scale.

"The growth of the J-POP Summit Festival has been phenomenal since our very first one in 2009 that also marked the Grand Opening of the NEW PEOPLE complex," says Seiji Horibuchi, the President/CEO of NEW PEOPLE, Inc. and Chairman of the J-Pop Summit Festival. "The J-POP Summit Festival has become an integral part of San Francisco's summertime fun and after 2013's tremendous success we are planning even bigger and more exciting programming for 2014. Stay tuned for news and updates as we begin announcing artists and events early next year!"

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, food, art, and celebrity appearances. The Festival is hosted by NEW PEOPLE in cooperation with the Japantown Merchants Association. In 2013, the two-day event attracted 80,000 attendees.

About NEW PEOPLE, Inc.

Based in San Francisco, California, NEW PEOPLE, Inc. (www.newpeopleworld.com) offers the latest films, art, fashion, and retail brands from Japan through its unique entertainment destination as well as through licensing and distribution of selective Japanese films. NEW PEOPLE Entertainment (www.newpeopleent.com), a film division of NEW PEOPLE, Inc. strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America.

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